1994 Yukon Visitor Exit Survey

Regional Summary Report

March 1996

The Yukon Government
Department of Tourism

The Yukon Visitor Exit Survey, both in 1987 and 1994, was a joint project of the Yukon Government's Department of Tourism and the Yukon Bureau of Statistics, a branch of the Yukon Government's Executive Council Office.

This report presents selected, Yukon wide summary figures from the 1994 Visitor Exit Survey (VES).

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INTRODUCTION

From June to September of 1994 a major survey of visitors was undertaken by the Yukon Bureau of Statistics on behalf of the Yukon Government's Department of Tourism. This survey, referred to as the Visitor Exit Survey (VES), sought answers from visitors on a wide variety of questions relating to their Yukon visit.

The VES was administered to visitors as they left the Yukon for the last time.

A brief report of the VES survey results was released early in 1995.

The current report will focus on giving an **overall summary and comparison** of results from each of the nine regional visitor exit surveys administered in conjunction with the VES.

Other reports from the 1994 VES report series include detailed reports of each of the nine Yukon regions, a report on the Daily Diary (a survey of expenditures and activities over a 2 week period as recorded by the visitor) and a technical paper describing the methodology used in the surveys.

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A SPECIAL NOTE ABOUT THE SURVEY

This Yukon wide summary report is based on the results of each of the nine regional surveys administered as part of the 1994 Visitor Exit Survey (VES).

A **regional visitor** was defined as a non-resident of the Yukon who made ***at least one stop in the region.*** A non-resident who travelled through a region without stopping was **not** counted by the survey as a regional visitor. A stop could have been as brief as gassing up at a local service station or stopping at a Visitor Reception Centre, or could have been as long as staying over in the region for several nights. A stop could also have involved leaving the region or the Yukon and returning to continue the visit. For example, Mr. and Mrs. Smith from Houston, Texas travelled to the Yukon in June, 1994. They arrived in the Carcross/Southern Lakes region, Carcross to be exact, and stayed for 1 night, leaving to travel up the Klondike Highway to Whitehorse, Dawson City and eventually various destinations in Alaska. In late July they returned to the Yukon on their way home, stopping briefly in the Kluane region and the Whitehorse region before exiting the Yukon on their way south. For the purpose of the Carcross/Southern Lakes regional survey they were counted as a party of two who visited the Carcross/Southern Lakes region once for a total stay of 1 night. Since the Smiths had travelled to the Yukon and Alaska via the Alaska Marine Highway and the Klondike Highway, they would also have been counted as visiting the Whitehorse region (2 nights), the Klondike region (2 nights) and, on their return via the Alaska Highway, the Kluane region (1 night) and the Watson Lake region (1 night).

The report **1994 Visitor Exit Survey Preliminary Results**, released in January 1995, presented statistics from the Visitor Exit Survey (VES). This survey was administered to visitors as they left the Yukon for the last time. Results from the VES showed that between June and September of 1994, 206,800 visitors came to the Yukon. However, most vistors to the Yukon, such as in our example above of the Smiths from Texas, visit and stop in more than 1 Yukon tourist region. These visitors, or "shared customers", were counted by the regional VES in each region visited. The regional surveys show that the 206,800 Yukon visitors counted by the VES as they left the Yukon for the last time, made approximately **450,000** "stops" in total to all of the 9 Yukon visitor regions.

The focus of this summary report therefore will be on a comparison of the number of tourists who visited each region - who they were, where they came from, how much they spent, what they did in the region, where they stayed, how they "got around" and how they evaluated the local services and attractions.

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HIGHLIGHTS OF THE REPORT

How many visitors came to the nine Yukon regions?

- of the total number of visitors who came to the nine Yukon regions, the highest percentage, **88%**, came to the Whitehorse region, and the lowest percentage, **3%**, came to the North Yukon region.
- of the visitors who actually stopped in the regions, the highest number stopped in the Whitehorse region (**131,273**).
- **60,993** visitor groups or parties, the highest number, stopped in the Whitehorse region.
- the average party size ranged from **2.0** visitors in each group or party in the North Yukon region, to **2.6** in the Teslin region.

Who made the visits? *(their origin)*

- overall, there were slightly more men than women visitors. The Carcross/Southern Lakes region was the only area where slightly more women (**50.3%**) than men visited (**49.7%**).
- in 7 of 9 regions the highest percentage of visitors were **older than 54**.
- the highest percentage of visitors in every region were from the **U.S.A.**
- the highest percentage of Canadian visitors were from **British Columbia** (in 6 of 9 regions), and in all regions the highest percentage of overseas visitors were from **Germany**.

What did the visitors do while in the Yukon regions? *(their activities)*

- the vast majority of visitors were on a **"pleasure" trip** rather than a "business" trip (9 of 9 regions).
- in all regions the highest percentage of visitor parties travelled within the region by **car, truck, or van**.
- the most frequently mentioned activity was **"attractions"**, mentioned in 4 regions. **"outdoor activities"**, mentioned in 3 regions and **"gold seeking"** mentioned in 1 region.

What were the logistics of their stay? *(their accommodation)*

- in 7 of 9 regions, the highest percentage of visitor parties stayed for **one to two nights**.
- **campgrounds** were the most frequently mentioned type of accommodation mentioned in 7 of 9 regions.

How did they enjoy their stay while in the nine Yukon regions?

- in every region visitors said that the most positive thing about their visit was **"scenery"**.
- when asked "What was the single most negative thing about your visit to the region?" the highest percentage of visitors said **"nothing"**, meaning they could not find a "most negative thing" about their visit to the region, or **"transportation"**.
- when asked "What would make them stay longer in the region," the most common response of visitors was **"time"** (in 9 of 9 regions), meaning that if they had more time available they would be able to stop in the region much longer.
- the region where the highest percentage of visitors (100%), said that they received "good" or "very good" value for their money in regard to **"Entertainment & Recreation"** was in the Teslin region.

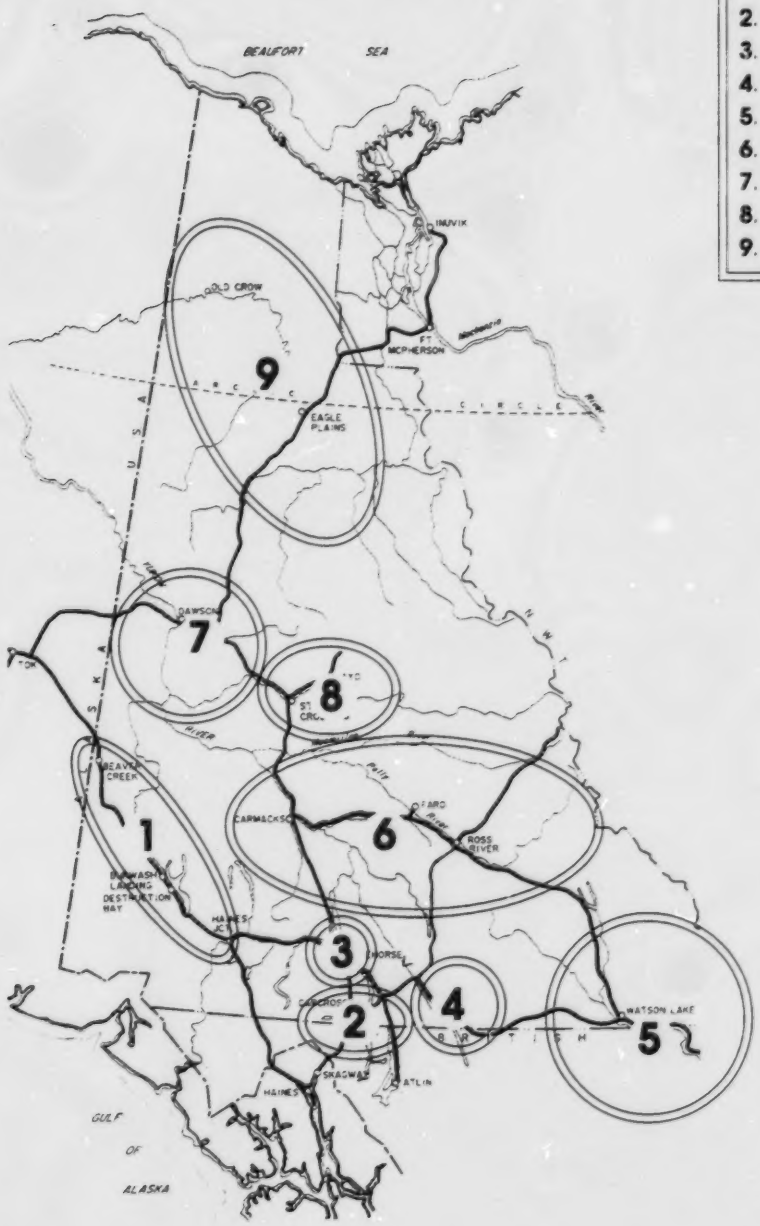
How much did they spend on their visit to the Carcross/ Southern Lakes region?

- spending by visitors to the nine regions ranged from **$252,435** in the North Yukon to **$13,081,517** in the Whitehorse region.
- the highest amount spent by each visitor party during their visit was in the Klondike region (**$276**).
- the highest percentage of visitor parties who spent in excess of $100 each night of their stay (**84%**) was in the Watson Lake region.
- the highest amount spent per person per night was in the Watson Lake region where the average was **$120**.
- of their total expenditures, **visitors from the U.S.A.** spent the greatest amount in every region except the Campbell region where overseas visitor parties spent the most.
- looking at average expenditures, **Canadian** visitors spent the most in 7 of 9 regions.
- the highest expenditure by visitors travelling by car, truck or van was in the **Campbell** region.
- looking at a typical expenditure of $100 by a visitor shows that in all nine of the Yukon regions the highest amount spent was for **transportation**. **Canadian** and **American** visitors each spent the most on transportation in 4 regions.

How did they plan for their visit?

- the majority of visitors stated that they had planned to visit the region before arriving there (in every region).
- the **Milepost** magazine was one of the most frequently mentioned helpful sources of information visitors used in planning their trip to all nine of the Yukon regions.

YUKON TOURIST REGIONS



1. Kluane Region
2. Carcross/S. Lakes Region
3. Whitehorse Region
4. Teslin Region
5. Watson Lake Region
6. Campbell Region
7. Klondike Region
8. Silver Trail Region
9. North Yukon Region

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HOW MANY VISITORS CAME TO THE YUKON TOURIST REGIONS?

The pie charts on the right show the number of visitors who came to each of the nine Yukon regions from June to September of 1994, compared to the number of visitors who did not come to the regions in the same time period. For example, the region with the highest number of visitors was the Whitehorse region. Out of the total 206,800 visitors, 182,431, or 88% of visitors came to the Whitehorse region at some time during their Yukon trip, while 24,369 or around 12% of the visitors did not come to the Whitehorse region at all. The region with the lowest percent of visitors was the North Yukon region where 6,504 or approximately 3% of visitors came to the region while 97% of visitors to the Yukon did not go to the North Yukon region.

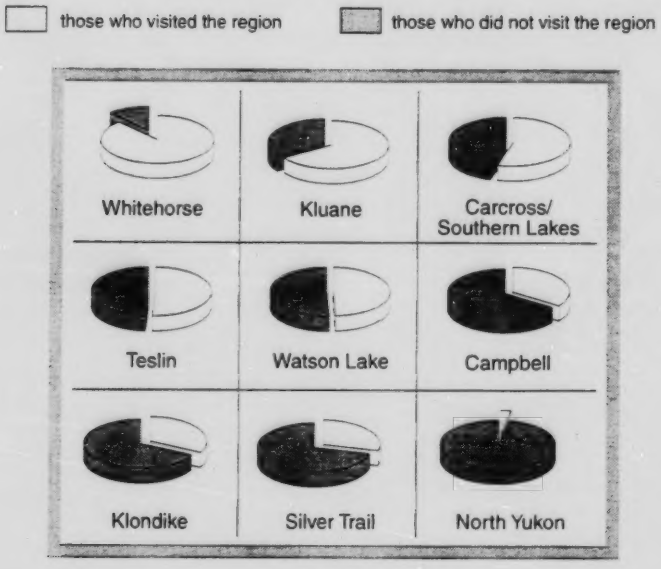
The chart on the right compares the number of visitors who actually did stop in each of the nine regions with the number who passed through the region without stopping.

For complete information on visitors to each region, please refer to page 42, Appendix II.

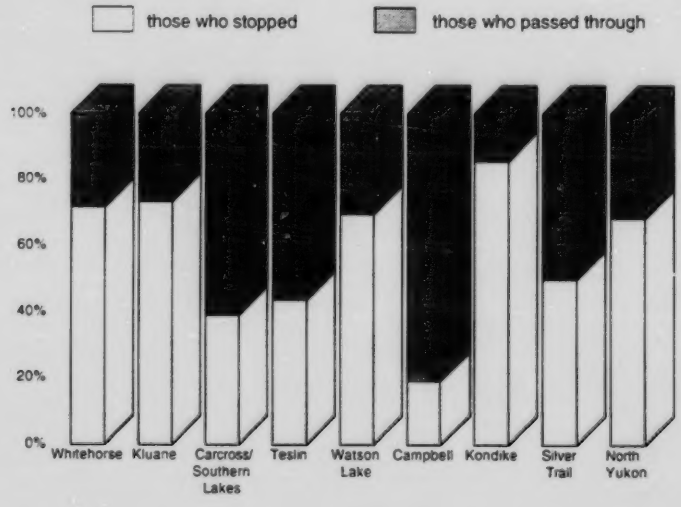
From Survey Questions 1 & 6, pp. 32-36, Appendix I

Those who came to each region vs. those who never visited the region

Visitors to the Yukon = 206,800



Those who stopped vs. those who passed through



Number of Visitors Who Stopped in the Regions

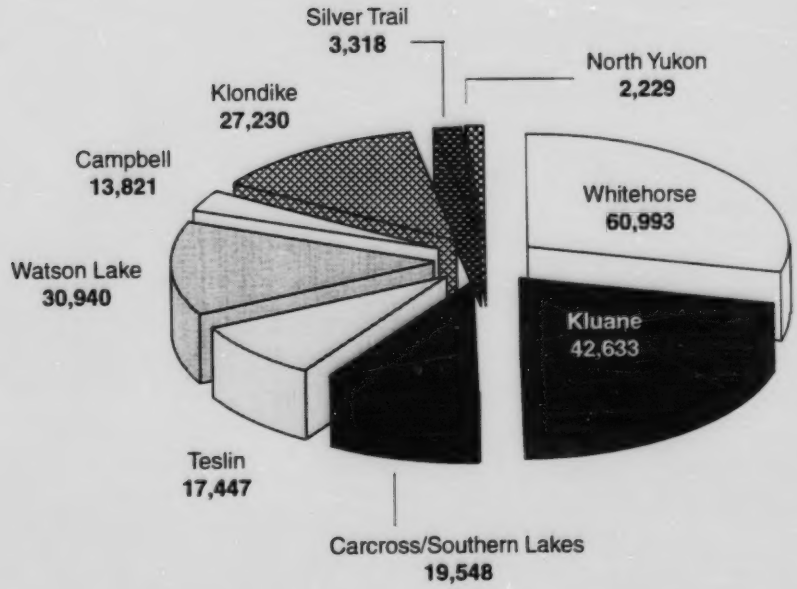
Visitor Region	No. of visitors
North Yukon	4,455
Silver Trail	7,290
Campbell	13,821
Carcross/S. Lakes	44,061
Teslin	46,209
Klondike	58,020
Watson Lake	70,960
Kluane	100,496
Whitehorse	131,273
Total visitors	**476,586**

Of the nine visitor regions the Whitehorse region had the highest number of visitors who stoppped in the region, 131,273 and the North Yukon region had the fewest visitors who stopped in the region, 4,455.

Please note: The "Total visitors" figure (476,233) is much larger than the total visitors to the Yukon figure of 206,800 (see page 8) since Yukon visitors who stopped in several regions ("shared customers") were counted in each region.

Travel Parties

Total = 207,689



Regional visitors were asked how many people were travelling with them in their immediate travel party, sharing expenses, experiences or decisions. The chart on the left shows the number of travel parties who visited each of the nine regions. In total, 207,689 travel parties visited all the regions.

** Note that travel parties who stopped in more than 1 region would be counted more than once.*

From Survey Questions 1 & 6, pp. 32-36, Appendix 1

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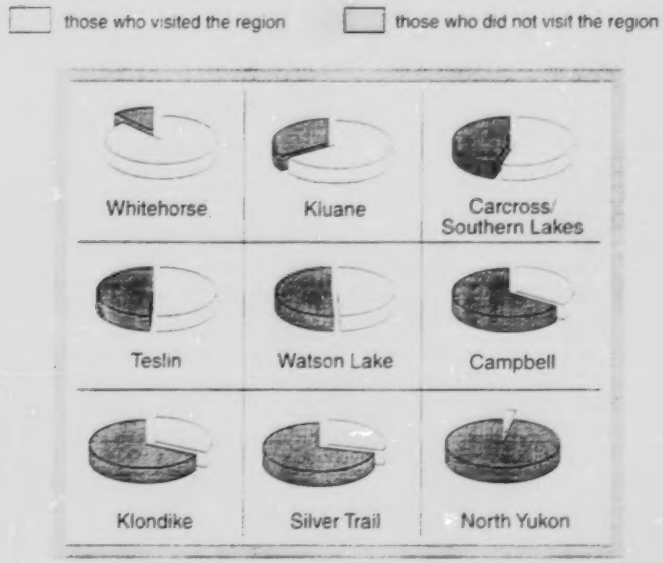

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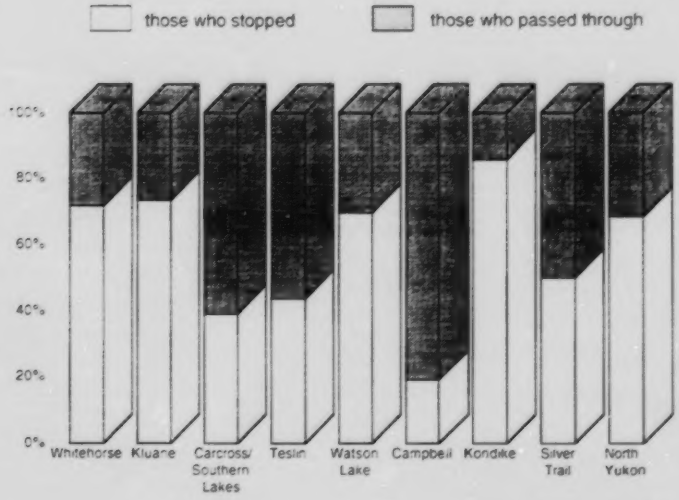

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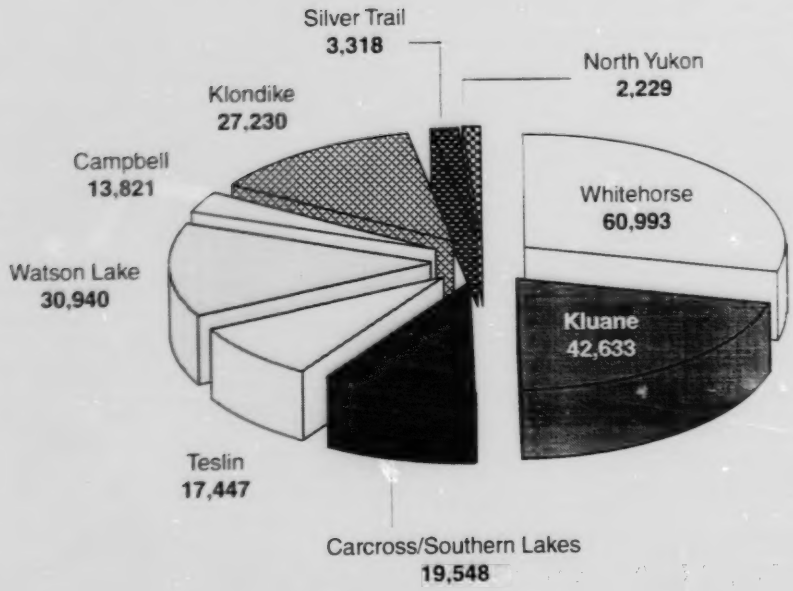

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** Note that travel parties who stopped in more than 1 region would be counted more than once.*

From Survey Questions 1 & 6, pp. 32-36, Appendix I

The average travel party size varied from one region to the next. Below is a list of average party sizes by region:

Visitor region	Average # in party
North Yukon	2.0
Klondike	2.1
Campbell	2.2
Whitehorse	2.2
Silver Trail	2.2
Carcross / Southern Lakes	2.3
Kluane	2.4
Watson Lake	2.5
Teslin	2.6

Note: Figures have been rounded and calculations using them may not be consistent with data shown in other areas of the report.

	Number of travel parties
Whitehorse	2,229
Kluane	3,318
Carcross/Southern Lakes	6,383
Teslin	17,447
Watson Lake	19,548
Campbell	27,230
Klondike	27,908
Silver Trail	42,633
North Yukon	60,993
Total Parties	**207,689**

From Survey Questions 1 & 6, pp. 32-36, Appendix I

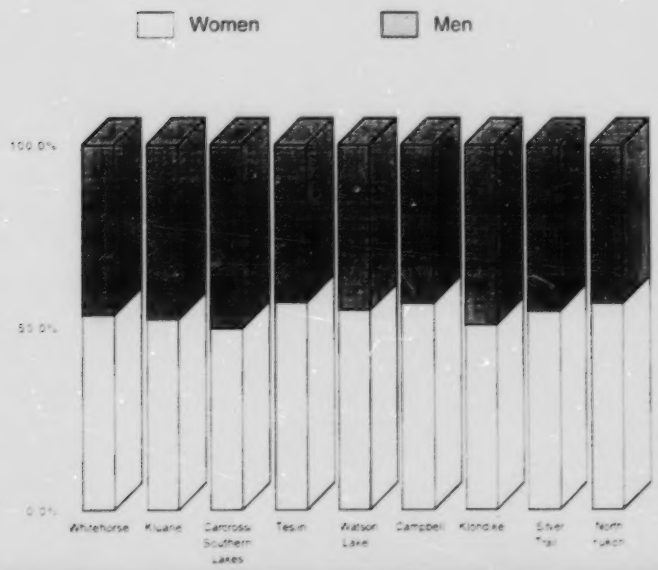
The survey asked visitors how many different "households" were represented in their immediate travel party. The table on the right shows the average number of households per party in each of the tourist regions of the Yukon.

	Average number of households per travel party
Whitehorse	1.24
Kluane	1.26
Carcross/Southern Lakes	1.27
Teslin	1.29
Watson Lake	1.30
Campbell	1.32
Klondike	1.36
Silver Trail	1.41
North Yukon	1.43

From Survey Question 3, p. 32, Appendix I

WHO MADE THE VISITS?

Percentage of Men vs Women



A breakdown of the visitors to the Yukon visitor regions shows that all regions except for one, the Carcross/Southern Lakes region, had a slightly higher percentage of men visitors than women visitors.

For complete information onmale/female visitors to each region, please refer to page 42. Appendix II.

From Survey Question 2, p. 32, Appendix I

	Less than 18 years old	Between 18 and 54	Older than 54
Whitehorse	9%	44%	**47%**
Kluane	10%	42%	**48%**
Carcross/Southern Lakes	9%	35%	**56%**
Teslin	11%	40%	**49%**
Watson Lake	9%	37%	**54%**
Campbell	5%	**48%**	47%
Klondike	3%	34%	**63%**
Silver Trail	3%	41%	**56%**
North Yukon	5%	**59%**	36%

Looking at the age of visitors to the nine Yukon regions, all but two of the regions were visited by a majority of people who were older than 54. The Campbell and North Yukon regions were the only areas where the majority of visitors were between the ages of 18 and 54.

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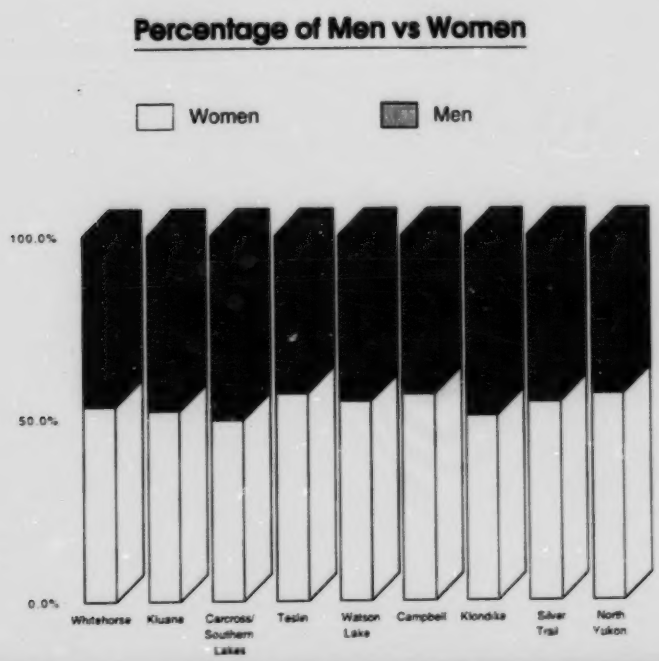

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From Survey Question 2, p. 32, Appendix I

Of the 207,689 parties or groups of visitors to the Yukon regions, American visitors consistently had the highest percentage of visitor parties in each region. Canadian visitor parties had the second highest percentage in five visitor regions and Overseas visitors had the second highest percentage of visitors in four regions.

From Survey Question 4, p. 32, Appendix I

Country of Origin by Region.

	Canadian visitor parties	American visitor parties	Overseas visitor parties
Whitehorse	20.2%	**66.4%**	13.4%
Kluane	9.8%	**80.2%**	10.0%
Carcross/Southern Lakes	16.2%	**76.4%**	7.5%
Teslin	18.2%	**77.0%**	4.8%
Watson Lake	20.3%	**72.3%**	7.4%
Campbell	18.8%	**49.0%**	32.3%
Klondike	22.8%	**57.8%**	19.5%
Silver Trail	21.8%	**50.2%**	28.0%
North Yukon	26.4%	**37.6%**	36.0%

The table on the left shows the three highest percentages of Canadian visitor parties by province in each of the nine regions.

For example, the highest percentage of visitors to the Whitehorse region were from B.C. (42%), the second highest percentage were from Ontario (23%), and the third highest percentage of visitors to the Whitehorse region were from Alberta (22%).

For complete information on visitors' province of origin, please refer to page 42, Appendix II.

Most Commonly Mentioned Province of Origin by Region.

	Highest Percentage of Visitor Parties	Second Highest Percentage of Visitor Parties	Third Highest Percentage of Visitor Parties
Whitehorse	B.C.	Ontario	Alberta
Kluane	B.C.	Alberta	Ontario
Carcross/Southern Lakes	B.C.	Ontario	Alberta
Teslin	Alberta	B.C.	Ontario
Watson Lake	Alberta	B.C.	Ontario
Campbell	B.C.	Alberta	Ontario
Klondike	B.C.	Alberta	Ontario
Silver Trail	B.C.	Alberta	Ontario
North Yukon *	-	-	-

* Not enough information was collected from this region to make a valid statement

From Survey Question 4, p. 32, Appendix I

Three Most Frequently Mentioned States of Origin by Region.

	Highest Percentage of Visitor Parties	Second Highest Percentage of Visitor Parties	Third Highest Percentage of Visitor Parties
Whitehorse	Alaska	California	Washington
Kluane	Alaska	California	Washington
Carcross/ Southern Lakes	Alaska	Iowa	California
Teslin	Alaska	California	Washington
Watson Lake	Washington	Alaska	California
Campbell	Ohio	Colorado	California
Klondike	California	Minnesota	Florida
Silver Trail	Washington	California	Wisconsin
North Yukon *	-	-	-

* Not enough information was collected from this region to make a valid statement

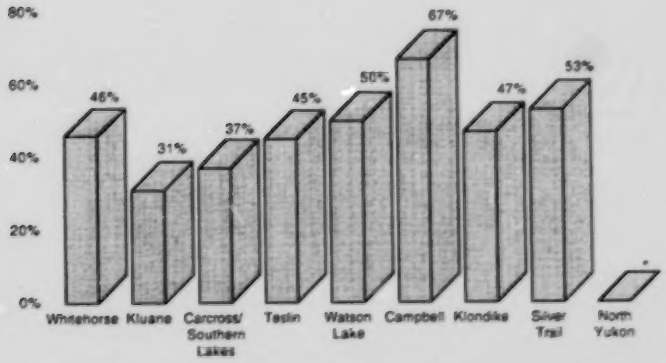
Of the parties of American visitors to the Yukon regions, the table on the left shows the three largest percentages of American states of origin mentioned by visitor parties.

In four of nine regions, Alaska was mentioned most often as the state of origin, while California was mentioned most often in two regions, and Ohio was mentioned most often in one region.

For complete information on visitors' states of origin, please refer to page 43, Appendix II.

From Survey Question 4, p. 32, Appendix I

German Visitor Parties to Each of the Yukon Regions



* Not enough information was collected from this region to make a valid statement

From Survey Question 4, p. 32, Appendix I

In all of the nine Yukon regions the highest percentage of Overseas visitor parties were from Germany. The chart at the left shows the percentage of German tourists who visited in each of the regions.

Other countries with a high percentage of visitor parties who came to the nine Yukon regions were from Switzerland, Austria, United Kingdom, Italy, Netherlands, and France, as well as much smaller percentages from other countries.

For complete information on visitors' country of origin, please refer to page 43, Appendix II.

Of the 207,689 parties or groups of visitors to the Yukon regions, American visitors consistently had the highest percentage of visitor parties in each region. Canadian visitor parties had the second highest percentage in five visitor regions and Overseas visitors had the second highest percentage of visitors in four regions.

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Carcross/Southern Lakes	16.2%	**76.4%**	7.5%
Teslin	18.2%	**77.0%**	4.8%
Watson Lake	20.3%	**72.3%**	7.4%
Campbell	18.8%	**49.0%**	32.3%
Klondike	22.8%	**57.8%**	19.5%
Silver Trail	21.8%	**50.2%**	28.0%
North Yukon	26.4%	**37.6%**	36.0%

The table on the left shows the three highest percentages of Canadian visitor parties by province in each of the nine regions.

For example, the highest percentage of visitors to the Whitehorse region were from B.C. (42%), the second highest percentage were from Ontario (23%), and the third highest percentage of visitors to the Whitehorse region were from Alberta (22%).

For complete information on visitors' province of origin, please refer to page 42, Appendix II.

Most Commonly Mentioned Province of Origin by Region.

	Highest Percentage of Visitor Parties	Second Highest Percentage of Visitor Parties	Third Highest Percentage of Visitor Parties
Whitehorse	B.C.	Ontario	Alberta
Kluane	B.C.	Alberta	Ontario
Carcross/Southern Lakes	B.C.	Ontario	Alberta
Teslin	Alberta	B.C.	Ontario
Watson Lake	Alberta	B.C.	Ontario
Campbell	B.C.	Alberta	Ontario
Klondike	B.C.	Alberta	Ontario
Silver Trail	B.C.	Alberta	Ontario
North Yukon *	-	-	-

* Not enough information was collected from this region to make a valid statement

From Survey Question 4, p. 32, Appendix I

Three Most Frequently Mentioned States of Origin by Region.

	Highest Percentage of Visitor Parties	Second Highest Percentage of Visitor Parties	Third Highest Percentage of Visitor Parties
Whitehorse	Alaska	California	Washington
Kluane	Alaska	California	Washington
Carcross/ Southern Lakes	Alaska	Iowa	California
Teslin	Alaska	California	Washington
Watson Lake	Washington	Alaska	California
Campbell	Ohio	Colorado	California
Klondike	California	Minnesota	Florida
Silver Trail	Washington	California	Wisconsin
North Yukon *	-	-	-

* Not enough information was collected from this region to make a valid statement

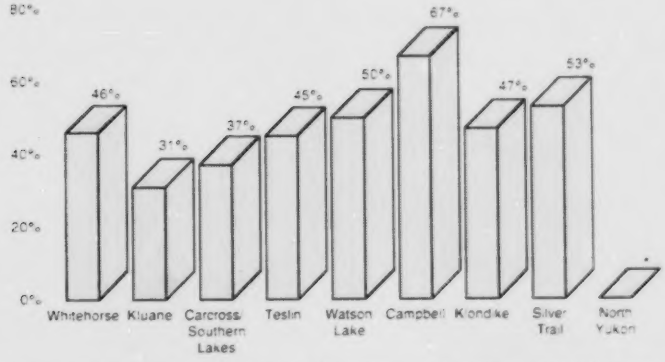
Of the parties of American visitors to the Yukon regions, the table on the left shows the three largest percentages of American states of origin mentioned by visitor parties.

In four of nine regions, Alaska was mentioned most often as the state of origin, while California was mentioned most often in two regions, and Ohio was mentioned most often in one region.

For complete information on visitors' states of origin, please refer to page 43, Appendix II.

From Survey Question 4, p. 32, Appendix I

German Visitor Parties to Each of the Yukon Regions



* Not enough information was collected from this region to make a valid statement

From Survey Question 4, p. 32, Appendix I

In all of the nine Yukon regions the highest percentage of Overseas visitor parties were from Germany. The chart at the left shows the percentage of German tourists who visited in each of the regions.

Other countries with a high percentage of visitor parties who came to the nine Yukon regions were from Switzerland, Austria, United Kingdom, Italy, Netherlands, and France, as well as much smaller percentages from other countries.

For complete information on visitors' country of origin, please refer to page 43, Appendix II.

WHAT DID THE VISITORS DO WHILE IN THE NINE YUKON REGIONS?

First, what was the purpose of their trip to the nine Yukon regions?

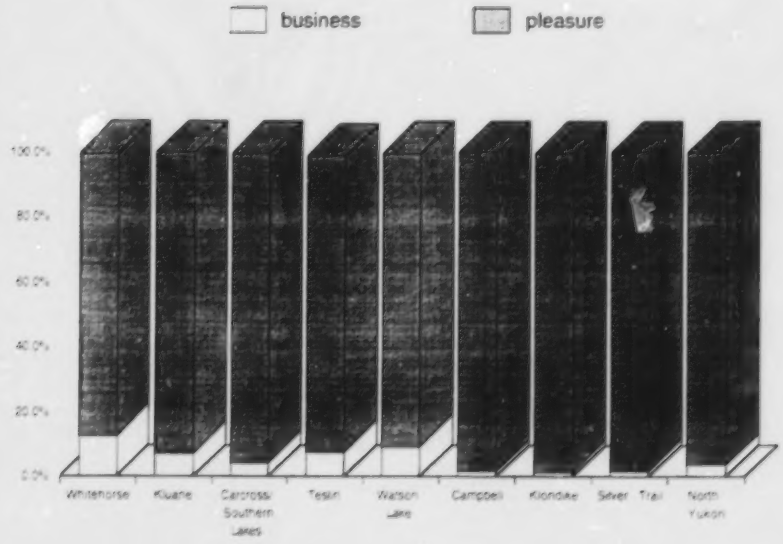
Of the 207,689 visitor parties to the nine Yukon regions, a substantial percentage were visiting for "pleasure" purposes while a much smaller percentage were visiting for business purposes. The chart at the right shows the percentage of visitors who came to the Yukon for "pleasure" purposes compared to the percentage who came to the Yukon for "business" purposes.

A breakdown by region of the most frequently mentioned "business purpose" visitors to the Yukon is shown in the table on the right. The most frquently mentioned "pleasure purpose" of visitors to each region is also shown in the table.

For complete information on all purposes of visit , please refer to pages 44 - 45, Appendix II.

From Survey Question 5, p. 32, Appendix I

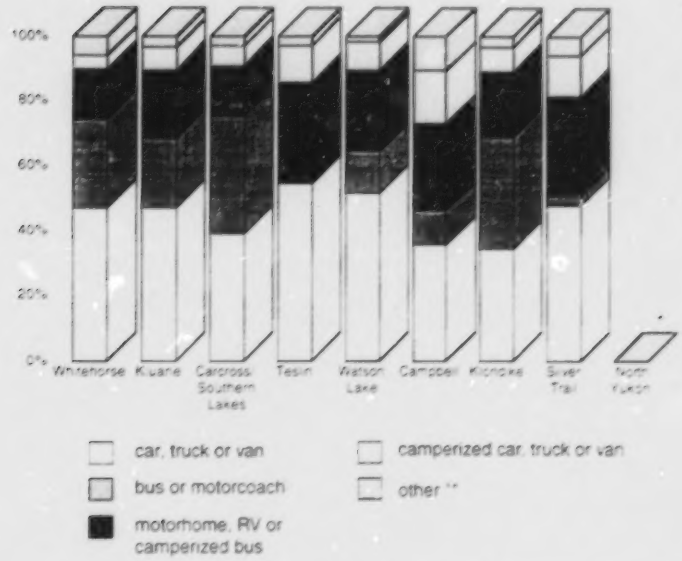
Percentage of Visitors Travelling for Business vs Travelling for Pleasure



	Most frequently mentioned "business" purpose	%	Most frequently mentioned "pleasure" purpose	%
Whitehorse	Government business	27.0%	Vacation/holiday	77.3%
Kluane	Government business	24.3%	Vacation/holiday	84.7%
Carcross/Southern Lakes	Corporate business	9.4%	Vacation/holiday	84.3%
Teslin	Government business	22.6%	Vacation/holiday	80.5%
Watson Lake	Corporate business	29.5%	Vacation/holiday	82.4%
Campbell	Corporate business	18.3%	Vacation/holiday	92.7%
Klondike	Corporate business	24.5%	Vacation/holiday	95.3%
Silver Trail	Corporate business	23.0%	Vacation/holiday	91.6%
North Yukon *	-	-	-	-

* Not enough information was collected from this region to make a valid statement

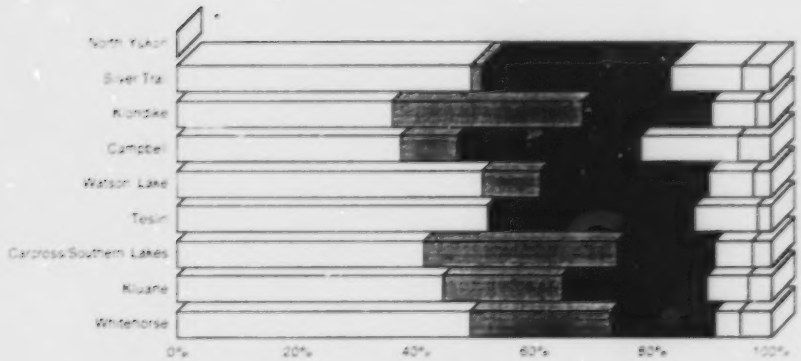
Mode of Travel by Tourist Party.



* Not enough information was collected from this region to make a valid statement

** "other" includes travel within the region by plane, motorcycle, bicycle, canoe, raft or on foot.

Mode of Travel by Visitor.



* Not enough information was collected from this region to make a valid statement

** "other" includes travel within the region by plane, motorcycle, bicycle, canoe, raft or on foot.

How did they travel within the region?

The graph on the left shows that, of the 207,689 tourist groups or parties who visited the various Yukon regions, most travelled within the regions by car, and the fewest number of parties travelled throughout the Yukon by"other" means of transportation.

Looking at the number of visitors who came to each of the regions and how they travelled shows that the largest precentage used a car, truck or van as their means of travel. The second most used means of travel was either by bus or motorcoach(in three regions) or by motorhome, RV, or camperized bus (in five regions).

For complete information on all modes of travel, please refer to page 46, Appendix II.

From Survey Question 10, p. 38, Appendix I

WHAT DID THE VISITORS DO WHILE IN THE NINE YUKON REGIONS?

First, what was the purpose of their trip to the nine Yukon regions?

Of the 207,689 visitor parties to the nine Yukon regions, a substantial percentage were visiting for "pleasure" purposes while a much smaller percentage were visiting for business purposes. The chart at the right shows the percentage of visitors who came to the Yukon for "pleasure" purposes compared to the percentage who came to the Yukon for "business" purposes.

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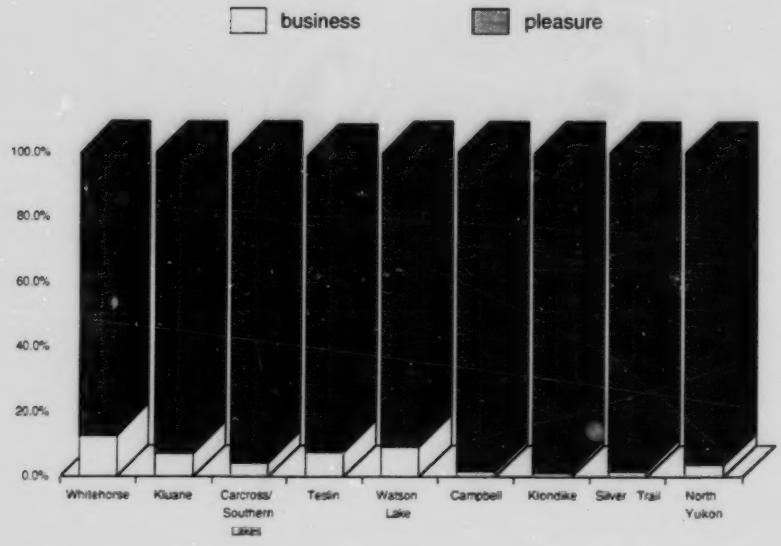

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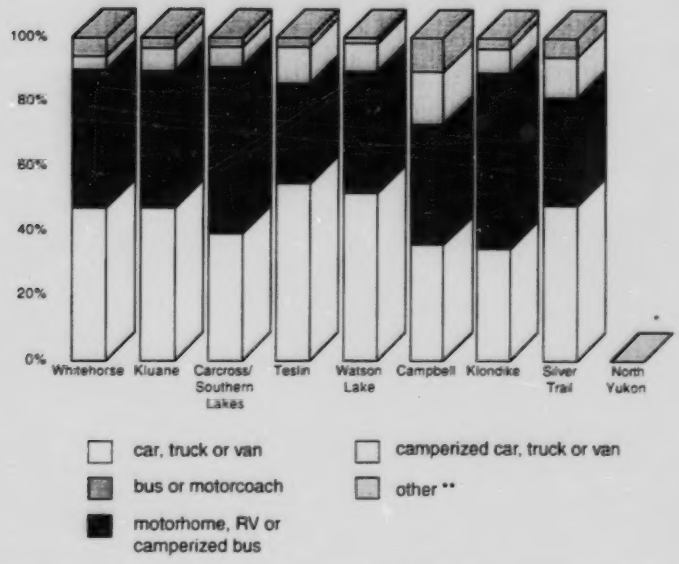
Silver Trail	Corporate business	23.0%	Vacation/holiday	91.6%
North Yukon *	-	-	-	-

* Not enough information was collected from this region to make a valid statement

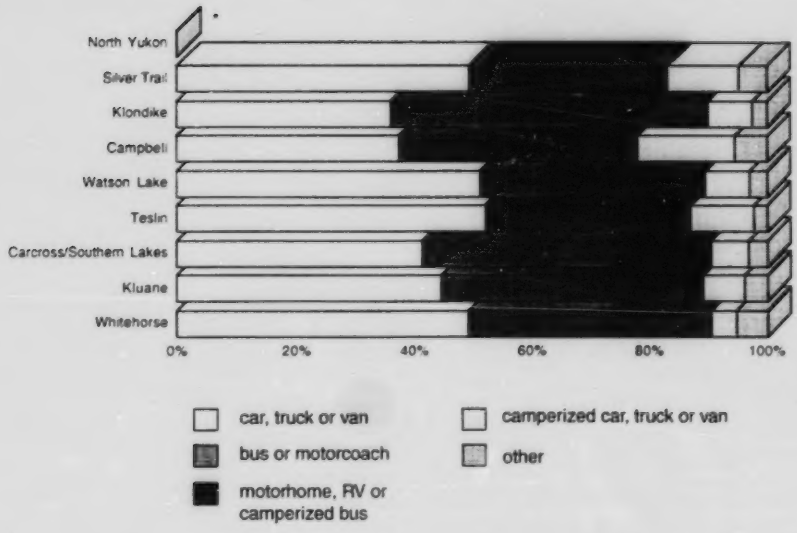
Mode of Travel by Tourist Party.



* Not enough information was collected from this region to make a valid statement

** "other" includes travel within the region by plane, motorcycle, bicycle, canoe, raft or on foot.

Mode of Travel by Visitor.



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The graph on the left shows that, of the 207,689 tourist groups or parties who visited the various Yukon regions, most travelled within the regions by car, and the fewest number of parties travelled throughout the Yukon by"other" means of transportation.

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For complete information on all modes of travel, please refer to page 46, Appendix II.

From Survey Question 10, p. 38, Appendix I

Did they use a rented vehicle to travel within the region?

The table on the right shows the percentage of visitors who used a rented vehicle to travel within the regions they were visiting.

From Survey Question 13, p. 39, Appendix I

	Yes	No
Whitehorse	13%	87%
Kluane	8%	92%
Carcross/Southern Lakes	7%	93%
Teslin	3%	97%
Watson Lake	6%	94%
Campbell	21%	79%
Klondike	12%	88%
Silver Trail	16%	84%
North Yukon	31%	69%

What activities did they take part in while visiting each of the nine Yukon regions?

The table on the right shows the percentage of visitors taking part in the activity that was mentioned most often in each of the nine regions. The categories mentioned most often by visitors were:

1) **visiting attractions: 4 regions**
2) **outdoor activities: 3 regions**
3) **gold seeking: 1 region**

For complete information on all activities, please refer to page 46, Appendix 2.

From Survey Question 13, p. 39, Appendix I

Most Frequently Mentioned Activity in Each Region.

	Most frequently mentioned activity	Percentage of visitors who mentioned activity
Whitehorse	Attractions	21.4%
Kluane	Outdoor Activities	26.7%
Carcross/Southern Lakes	Attractions	32.1%
Teslin	Outdoor Activities	19.6%
Watson Lake	Attractions	22.7%
Campbell	Attractions	21.2%
Klondike	Gold Seeking	27.9%
Silver Trail	Outdoor Activities	17.1%
North Yukon *	-	-

* Not enough information was collected from this region to make a valid statement

WHAT WERE THE LOGISTICS OF THEIR STAY?

Length of Stay by Region

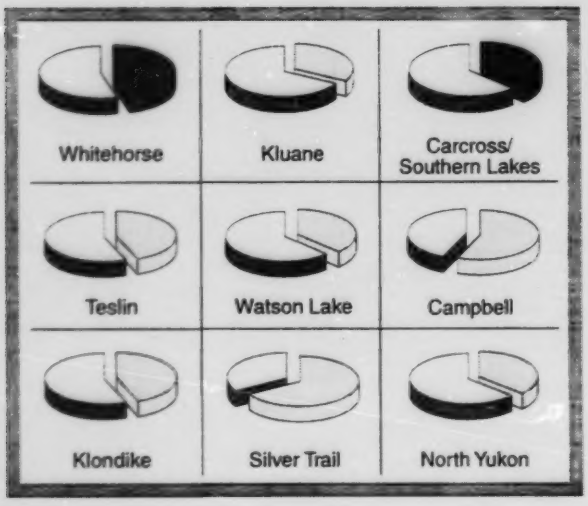
	less than 1 night	1 to 2 nights	3 to 5 nights	6 to 7 nights	8 to 14 nights
Whitehorse	28.1%	**61.0%**	8.9%	1.0%	0.9%
Kluane	34.9%	**61.5%**	2.0%	0.2%	1.4%
Carcross/Southern Lakes	36.2%	**59.0%**	3.3%	0.6%	0.9%
Teslin	**58.8%**	40.5%	0.6%	-	0.1%
Watson Lake	37.4%	**61.3%**	1.1%	-	0.1%
Campbell	**59.7%**	38.7%	0.6%	0.8%	0.2%
Klondike	3.3%	**84.2%**	10.7%	0.4%	1.3%
Silver Trail	42.1%	**55.4%**	1.5%	0.7%	0.3%
North Yukon	-	**75.0%***	-	-	-

* the remaining 25% of all visitor parties to the North Yukon region stayed for more or less than 1 to 2 nights.

Most Frequently Mentioned Type of Accommodation by Region.

other accommodation campgrounds* hotel/motel

* Both public and commercial. Includes RV parks



The table on the left shows the percentage of visitors by their length of stay in each of the nine regions.

Most visitors stayed 1 to 2 nights in the region they were visiting. The table on the left shows this was true in 7 out of 9 Yukon regions.

The highest percentage of visitors who stayed:

- **for less than 1 night was in the Campbell region (59.7%);**
- **for 1 to 2 nights (84.2%) and 3 to 5 nights (10.7%) was in the Klondike region;**
- **for 6 to 7 nights (1.0%) was in the Whitehorse region, and;**
- **for 8 to 14 nights was in the Kluane region(1.4%).**

The chart at the left shows the type of accommodation most commonly used by visitors to all nine Yukon regions. The remaining types of accommodation not shown are: staying with friends; lodges/camps/ cabins; bed and breakfast; other; none and not stated.

For complete information on all accommodation, please refer to page 47, Appendix II.

I from Survey Question 8, p. 37, Appendix I

Did they use a rented vehicle to travel within the region?

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Carcross/Southern Lakes	36.2%	**59.0%**	3.3%	0.6%	0.9%
Teslin	**58.8%**	40.5%	0.6%	-	0.1%
Watson Lake	37.4%	**61.3%**	1.1%	-	0.1%
Campbell	**59.7%**	38.7%	0.6%	0.8%	0.2%
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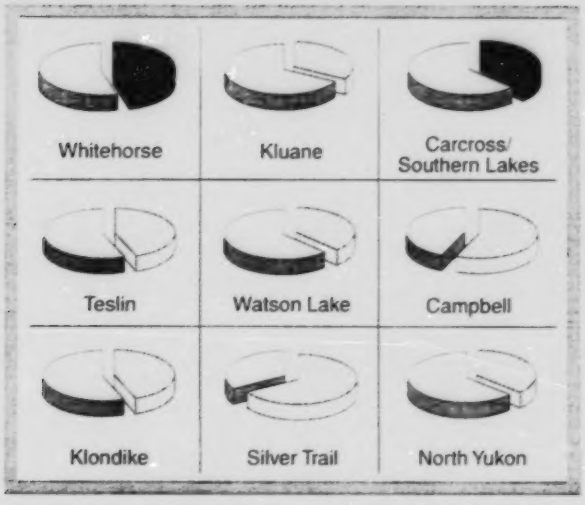

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For complete information on all accommodation, please refer to page 47, Appendix II.

From Survey Question 8, p. 37, Appendix I

HOW DID THEY ENJOY THEIR STAY WHILE IN THE NINE YUKON REGIONS?

Most positive thing/most negative thing about your visit

Visitors were asked to provide the most positive aspect and the most negative aspect of their visit to the different Yukon regions. The "most positive" aspect mentioned in all nine of the regions more than any other was "scenery". It was mentioned as "most positive" more than 50% of the time in 5 of 9 of the regions and "most positive" more than 1/3 of the time in the remaining 4 regions.

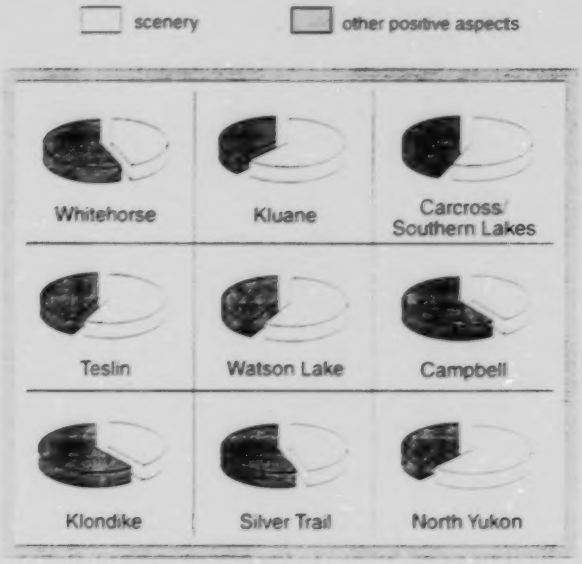
From Survey Question 17, p. 40, Appendix I

The "most negative" aspects mentioned more than any other are shown in the table at the bottom right. Responses were divided between nothing, meaning respondents could not find a "most negative thing" about their visit, and transportation.

For complete information on all responses, please refer to pages 48 - 49, Appendix II.

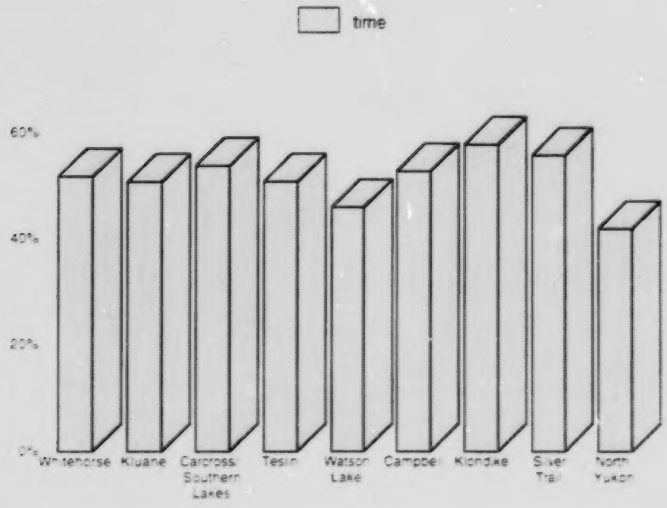
From Survey Question 18, p. 40, Appendix I

Most Frequently Mentioned Positive Response - Scenery



	Most Negative	Percentage
Whitehorse	Nothing	37.2%
Kluane	Transportation	43.3%
Carcross/Southern Lakes	Nothing	44.0%
Teslin	Transportation	34.4%
Watson Lake	Transportation	38.1%
Campbell	Nothing	23.1%
Klondike	Transportation	22.3%
Silver Trail	Transportation	23.8%
North Yukon	Nothing	23.2%

Most Mentioned Response to What Would Make Visitors Stay Longer



What would make you stay longer?

When asked 'what would make them stay longer in each of the regions, the most common response of visitors was "time", meaning that if they had more "time" available they would be able to stop in the nine Yukon regions longer. Other most commonly given responses were 'money' and 'wildlife'.

For complete information on all responses, please refer to page 50, Appendix II.

From Survey Question 15, p. 40, Appendix I

HOW DID THEY ENJOY THEIR STAY WHILE IN THE NINE YUKON REGIONS?

Most positive thing/most negative thing about your visit

Visitors were asked to provide the most positive aspect and the most negative aspect of their visit to the different Yukon regions. The "most positive" aspect mentioned in all nine of the regions more than any other was "scenery". It was mentioned as "most positive" more than 50% of the time in 5 of 9 of the regions and "most positive" more than 1/3 of the time in the remaining 4 regions.

From Survey Question 17, p. 40, Appendix I

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From Survey Question 18, p. 40, Appendix I

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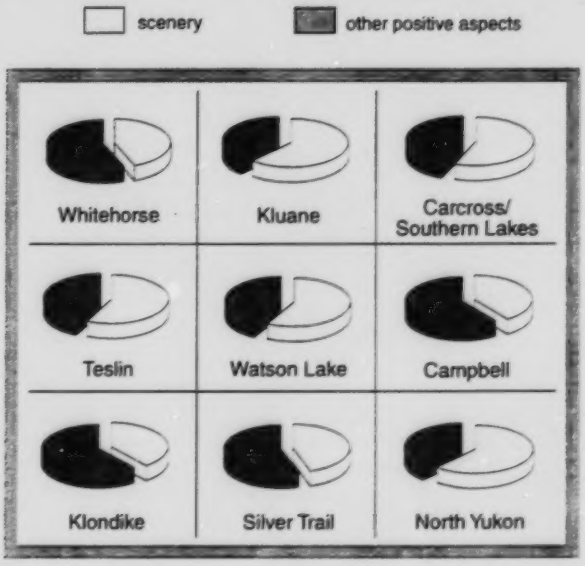

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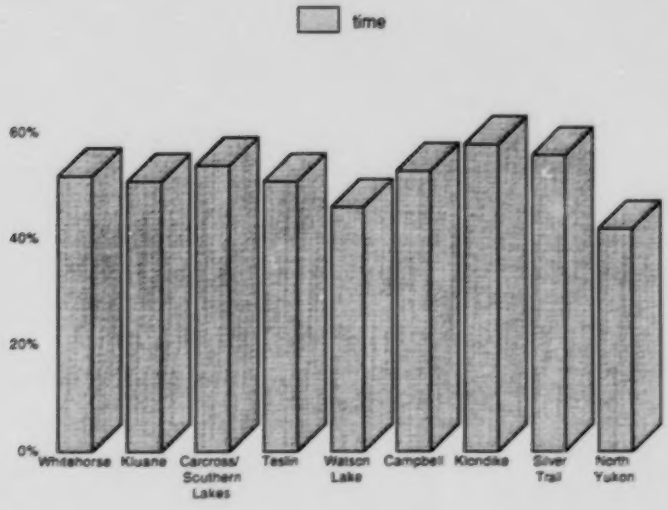

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For complete information on all responses, please refer to page 50, Appendix II.

From Survey Question 15, p. 40, Appendix I

How would you rate the 1) quality and 2) the value of the various features or services of your visit?

When asked to rate the quality of the different features or services of their visit, visitors responded as shown in both tables to the right. Entertainment & recreation, and outdoor/ wilderness activity, received very high ratings while transportation and accommodation received lower ratings.

The small table below shows visitors' responses when asked to rate the various features and services in terms of receiving 'good' value for their money:

2).	FEATURE	%
Whitehorse	Outdoor/ Wilderness Activity	94.7%
Kluane	Yukon Arts & Crafts	93.1%
Carcross/ Southern Lakes	Yukon Arts & Crafts	94.7%
Teslin	Outdoor/ Wilderness Activity	86.9%
Watson Lake	Yukon Arts & Crafts	92.3%
Campbell	Entertainment & Recreation	87.0%
Klondike	Yukon Arts & Crafts	89.7%
Silver Trail	Entertainment & Recreation	92.9%
North Yukon	Meals & Refreshments in Restaurants	66.5%

For complete information on all ratings of quality and value, please refer to pages 51 - 53, Appendix II.

From Survey Question 17, p. 40 Appendix I

1) Regional Percentage of Visitors Who Rated Features & Services of Visit as 'Good' or 'Very Good' Quality

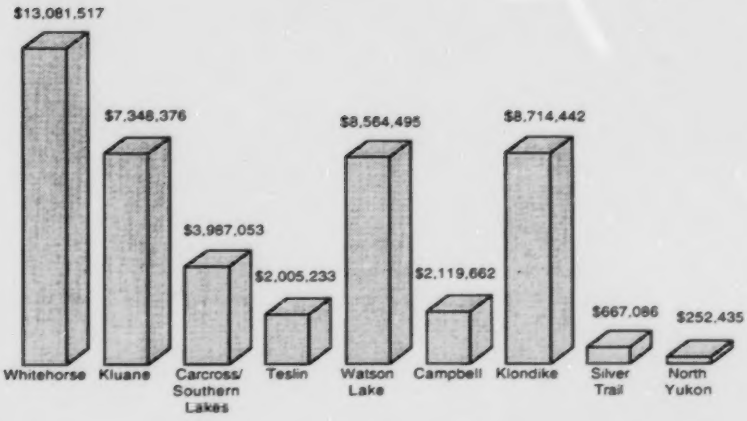
	Feature	% rated 'good' or 'very good' quality
Whitehorse	Shopping & Other Souvenirs *service - friendliness/helpfulness*	96.3%
Kluane	Outdoor/Wilderness Activity *service - friendliness/helpfulness*	98.3%
Carcross/Southern Lakes	Yukon Arts & Crafts *service - friendliness/helpfulness*	96.6%
Teslin	Entertainment & Recreation *service - friendliness/helpfulness*	100.0%
Watson Lake	Entertainment & Recreation *service - friendliness/helpfulness*	96.4%
Campbell	Outdoor/Wilderness Activity *service - friendliness/helpfulness*	95.1%
Klondike	Entertainment & Recreation *service - friendliness/helpfulness*	96.3%
Silver Trail	Entertainment & Recreation *service - friendliness/helpfulness*	96.8%
North Yukon	Outdoor/Wilderness Activity *service - friendliness/helpfulness*	97.2%

1) Regional Percentage of Visitors Who Rated Features & Services of Visit as 'Poor' or 'Very Poor' Quality

	Feature	% rated 'poor' or 'very poor' quality
Whitehorse	Transportation *roads & highways*	10.3%
Kluane	Transportation *roads & highways*	45.6%
Carcross/Southern Lakes	Transportation *roads & highways*	10.1%
Teslin	Transportation *roads & highways*	14.3%
Watson Lake	Transportation *roads & highways*	17.1%
Campbell	Accommodation *service - friendliness/helpfulness*	13.7%
Klondike	Accommodation *service - friendliness/helpfulness*	10.2%
Silver Trail	Transportation *roads & highways*	13.5%
North Yukon	Transportation *roads & highways*	13.8%
	Ourdoor /Wilderness Activity *service-friendliness/helpfulness*	13.8%

HOW MUCH DID THEY SPEND ON THEIR VISIT TO THE YUKON REGIONS?

Total Yukon Spending = $46,739,298



What did visitors to the Yukon regions spend in total?

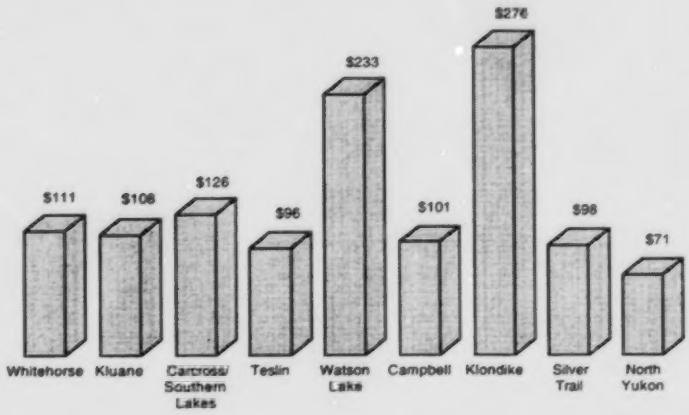
As the graph on the left shows, spending by visitors to the nine Yukon regions totalled $46,739,298. Below is a table showing visitor spending in each region as a percentage of total visitor spending in the Yukon:

Whitehorse area	**28.0%**
Klondike area	**18.6%**
Watson Lake area	**18.3%**
Kluane area	**15.7%**
Carcross/Southern Lakes area	**8.5%**
Campbell area	**4.5%**
Teslin area	**4.3%**
Silver Trail area	**1.4%**
North Yukon area	**0.5%**

** figures may not sum to 100% due to rounding*

From Survey Question 9, p. 37, Appendix 1

Average Across All Regions = $123



Note: These figures are "trimmed" averages meaning extremely high and extremely low spenders have been eliminated from the calculation to obtain a more meaningful average figure.

What was the typical amount spent by each tourist party during their visit to the Yukon regions?

From Survey Question 9, p. 37, Appendix 1

How would you rate the 1) quality and 2) the value of the various features or services of your visit?

When asked to rate the quality of the different features or services of their visit, visitors responded as shown in both tables to the right. Entertainment & recreation, and outdoor/ wilderness activity, received very high ratings while transportation and accommodation received lower ratings.

The small table below shows visitors' responses when asked to rate the various features and services in terms of receiving 'good' value for their money:

2).	FEATURE	%
Whitehorse	Outdoor/ Wilderness Activity	94.7%
Kluane	Yukon Arts & Crafts	93.1%
Carcross/ Southern Lakes	Yukon Arts & Crafts	94.7%
Teslin	Outdoor/ Wilderness Activity	86.9%
Watson Lake	Yukon Arts & Crafts	92.3%
Campbell	Entertainment & Recreation	87.0%
Klondike	Yukon Arts & Crafts	89.7%
Silver Trail	Entertainment & Recreation	92.9%
North Yukon	Meals & Refreshments in Restaurants	66.5%

For complete information on all ratings of quality and value, please refer to pages 51 - 53, Appendix II.

From Survey Question 17, p. 40, Appendix I

1) Regional Percentage of Visitors Who Rated Features & Services of Visit as 'Good' or 'Very Good' Quality

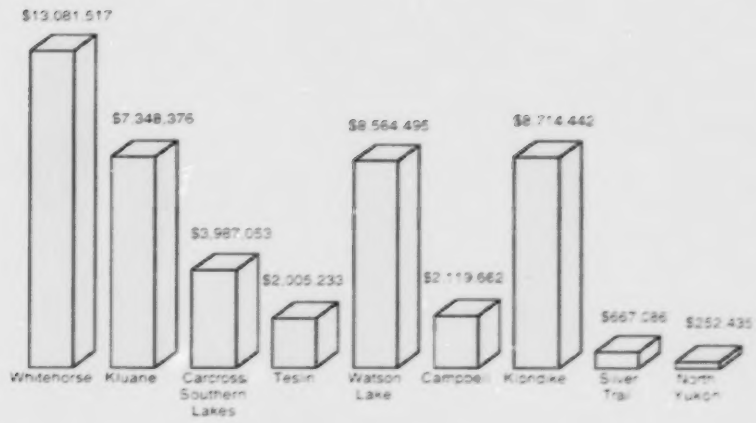
	Feature	% rated 'good' or 'very good' quality
Whitehorse	Shopping & Other Souvenirs *service - friendliness/helpfulness*	96.3%
Kluane	Outdoor/Wilderness Activity *service - friendliness/helpfulness*	98.3%
Carcross/Southern Lakes	Yukon Arts & Crafts *service - friendliness/helpfulness*	96.6%
Teslin	Entertainment & Recreation *service - friendliness/helpfulness*	100.0%
Watson Lake	Entertainment & Recreation *service - friendliness/helpfulness*	96.4%
Campbell	Outdoor/Wilderness Activity *service - friendliness/helpfulness*	95.1%
Klondike	Entertainment & Recreation *service - friendliness/helpfulness*	96.3%
Silver Trail	Entertainment & Recreation *service - friendliness/helpfulness*	96.8%
North Yukon	Outdoor/Wilderness Activity *service - friendliness/helpfulness*	97.2%

1) Regional Percentage of Visitors Who Rated Features & Services of Visit as 'Poor' or 'Very Poor' Quality

	Feature	% rated 'poor' or 'very poor' quality
Whitehorse	Transportation *roads & highways*	10.3%
Kluane	Transportation *roads & highways*	45.6%
Carcross/Southern Lakes	Transportation *roads & highways*	10.1%
Teslin	Transportation *roads & highways*	14.3%
Watson Lake	Transportation *roads & highways*	17.1%
Campbell	Accommodation *service - friendliness/helpfulness*	13.7%
Klondike	Accommodation *service - friendliness/helpfulness*	10.2%
Silver Trail	Transportation *roads & highways*	13.5%
North Yukon	Transportation *roads & highways*	13.8%
	Ourdoor /Wilderness Activity *service-friendliness/helpfulness*	13.8%

HOW MUCH DID THEY SPEND ON THEIR VISIT TO THE YUKON REGIONS?

Total Yukon Spending = $46,739,298



What did visitors to the Yukon regions spend in total?

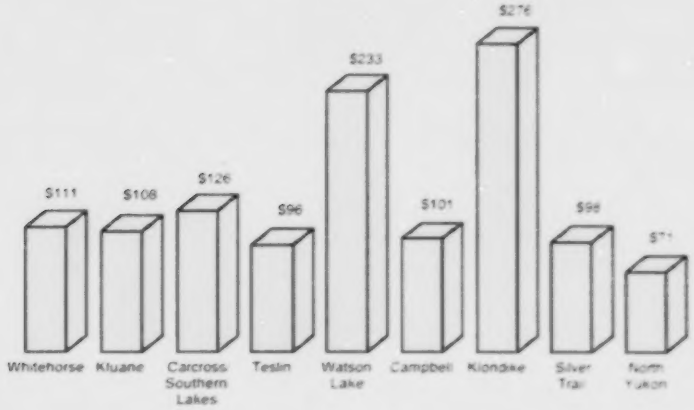
As the graph on the left shows, spending by visitors to the nine Yukon regions totalled $46,739,298. Below is a table showing visitor spending in each region as a percentage of total visitor spending in the Yukon:

Whitehorse area	**28.0%**
Klondike area	**18.6%**
Watson Lake area	**18.3%**
Kluane area	**15.7%**
Carcross/Southern Lakes area	**8.5%**
Campbell area	**4.5%**
Teslin area	**4.3%**
Silver Trail area	**1.4%**
North Yukon area	**0.5%**

** figures may not sum to 100% due to rounding*

From Survey Question 9, p. 37, Appendix I

Average Across All Regions = $123



Note: These figures are "trimmed" averages meaning extremely high and extremely low spenders have been eliminated from the calculation to obtain a more meaningful average figure.

What was the typical amount spent by each tourist party during their visit to the Yukon regions?

From Survey Question 9, p. 37, Appendix I

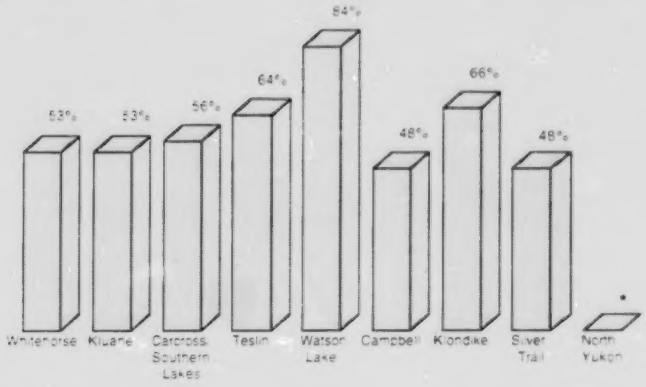
What was the expenditure by tourist party each night of their stay in each of the nine Yukon regions?

Of the visitor parties to each of the Yukon regions:

- **the greatest percentage of visitor parties to spend in excess of $100 per night was in the Watson Lake region where 84% of visitor parties to that area spent in excess of $100 per night;**
- **the lowest percentage was in the Campbell and Silver Trail regions where 48% of the visitor parties to each of those areas spent in excess of $100 per night.**

The Percentage of Visitor Parties to the Yukon Regions Who Spent More Than $100

per night in the region



* Not enough information was collected from this region to make a valid statement

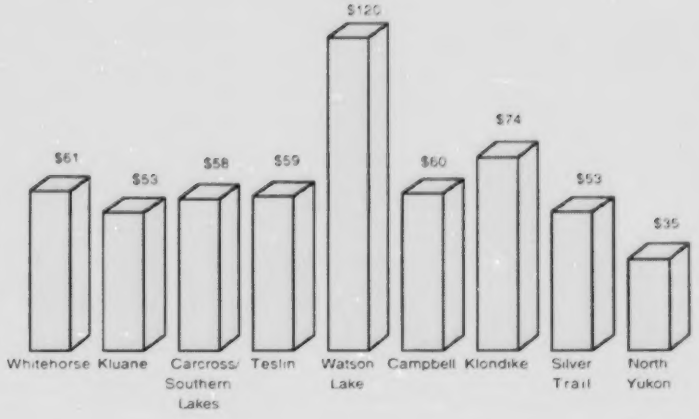
From Survey Questions 8 & 9, p. 37, Appendix I

For complete information on all ratings of quality and value, please refer to pages 51 - 53, Appendix II.

How much was spent per person per night?

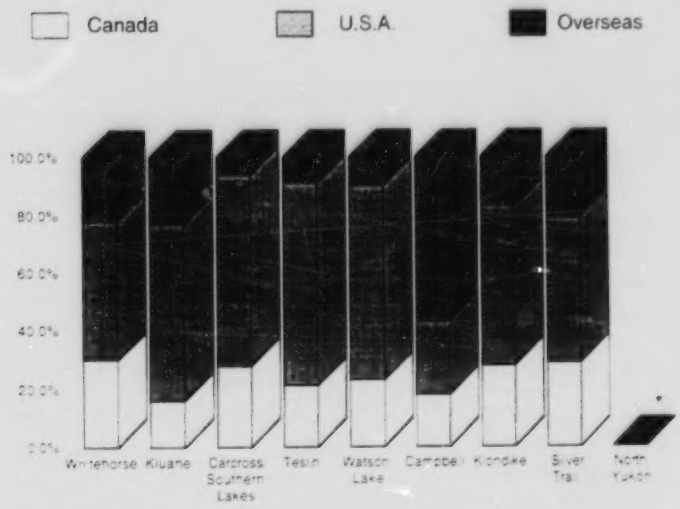
In 1994, each visitor who spent a night in the Yukon regions spent on average between $35*, as in the North Yukon, and $120*, as in the Watson Lake region.

** these figures are "trimmed" averages meaning that extremely high and extremely low spenders have been eliminated from the calculation in order to obtain a more meaningful average figure*



From Survey Questions 8 & 9, p. 37, Appendix I

Total Expenditures by Origin in Each Region



* Not enough information was collected from this region to make a valid statement

Average* Expenditures by Origin in Each Region

	Canada	U.S.A.	Overseas
Whitehorse	**$228**	$94	$159
Kluane	**$174**	$101	$150
Carcross/Southern Lakes	**$160**	$129	$77
Teslin	$102	$92	**$204**
Watson Lake	$279	$215	**$325**
Campbell	**$231**	$84	$95
Klondike	**$330**	$267	$186
Silver Trail	**$167**	$75	$93
North Yukon	**$101**	$76	$25

*these figures are "trimmed" averages meaning that extremely high and extremely low spenders have been eliminated from the calculation to obtain a more meaningful average figure

Expenditures by Origin

A breakdown of the total expenditures by origin (Overseas, U.S.A. and Canada) is shown in the graph to the right.

In every region, except the Campbell, visitor parties from the U.S.A. spent the greatest amount. In the Campbell region visitor parties from Overseas spent the most.

The table on the left shows the average expenditure by visitor parties by the origin of the party. For instance, the middle column of the table, U.S.A., shows that visitor parties from the United States spent on average * $75 during their visit to the Silver Trail region. The dollar figures in bold show the origin of the visitor parties who spent the greatest on average in each region.

For complete information on expenditures by visitor origin, please refer to pages 54 - 58, Appendix II.

From Survey Questions 4 & 9, pp. 32 & 37, Appendix I

What was the expenditure by tourist party each night of their stay in each of the nine Yukon regions?

Of the visitor parties to each of the Yukon regions:

- **the greatest percentage of visitor parties to spend in excess of $100 per night was in the Watson Lake region where 84% of visitor parties to that area spent in excess of $100 per night;**
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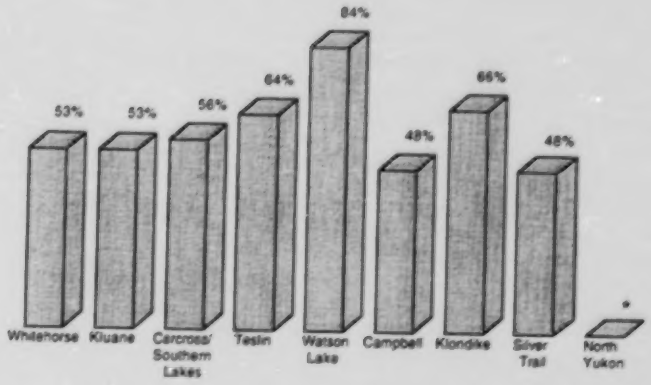
The Percentage of Visitor Parties to the Yukon Regions Who Spent More Than $100

per night in the region



* Not enough information was collected from this region to make a valid statement

From Survey Questions 8 & 9, p. 37, Appendix I

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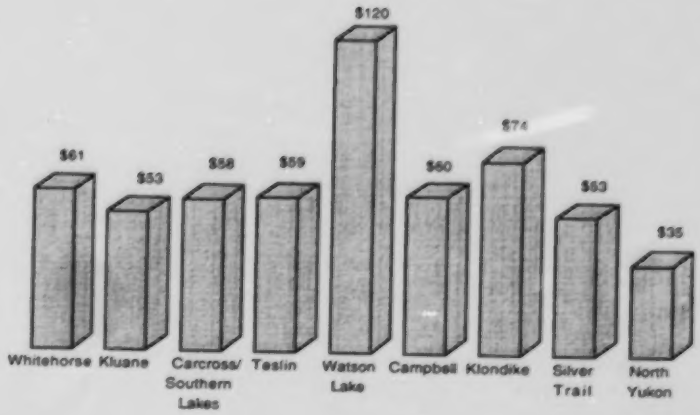
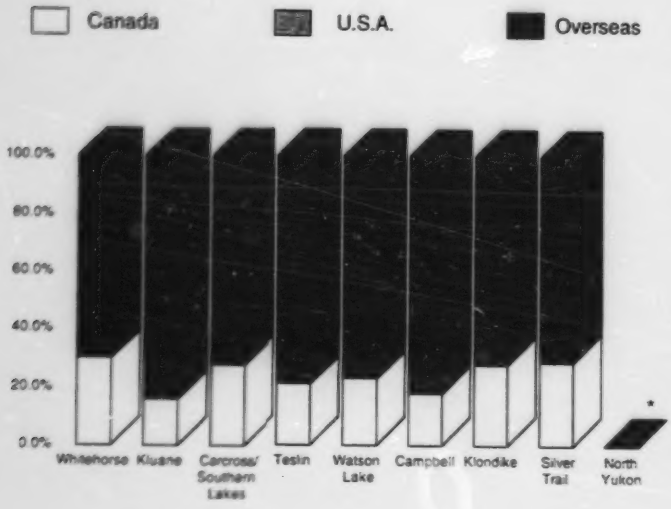


From Survey Questions 8 & 9, p. 37, Appendix I

Total Expenditures by Origin in Each Region



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Expenditures by Origin

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For complete information on expenditures by visitor origin, please refer to pages 54 - 58, Appendix II.

From Survey Questions 4 & 9, pp. 32 & 37, Appendix I

Expenditures by Mode of Travel

The graph on the right shows the expenditure by visitor party by mode of travel in each region.

In *most* regions, the highest expenditure was by visitors travelling by car, truck or van:

Whitehorse - 55%
Kluane - 52%
Carcross/Southern Lakes - 41%
Teslin - 52%
Watson Lake - 46%
Campbell - 76%
Klondike - 36%
Silver Trail - 50%
North Yukon - *

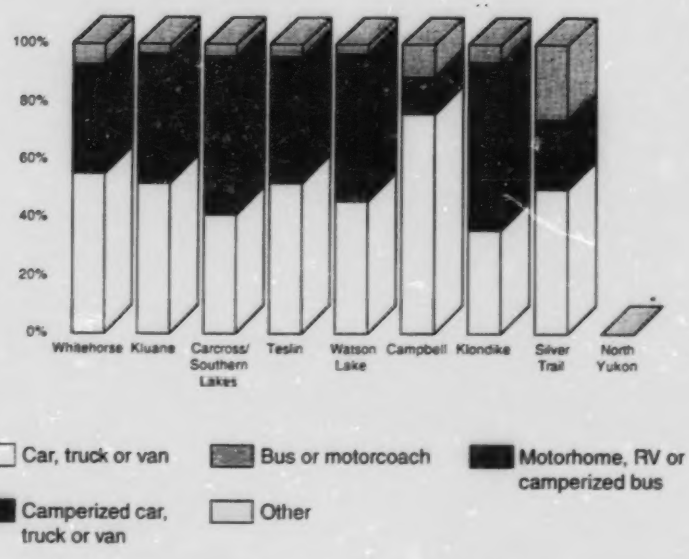
**** Not enough information was collected from this region to make a valid statement.***

The table to the right shows the average expenditure by mode of travel in each region. The figures in bold indicate the highest average expenditure for each region. For example, the highest expenditure per night in the Kluane region was by travellers using motorhome, RV, or camperized bus as their means of travel who spent an average of $166*.

For complete information on expenditures by visitor mode of transportation, please refer to page 59, Appendix II.

From Survey Questions 9 & 10 pp. 37 & 38, Appendix I

Total Expenditures in Each Region by Mode of Travel



* Not enough information was collected from this region to make a valid statement

Average Expenditures** in Each Region by Mode of Travel

	Car, truck or van	Bus or motorcoach	Motorhome, RV or camperized bus	Camperized car, truck or van	Other
Whitehorse	**$126**	$102	$123	$120	$53
Kluane	$90	$104	**$166**	$77	$98
Carcross/Southern Lakes	$85	**$217**	$109	$118	$50
Teslin	$87	$0	**$107**	$106	$92
Watson Lake	$200	**$329**	$265	$199	$0
Campbell	**$286**	$26	$79	$42	$145
Klondike	$249	**$392**	$205	$109	$267
Silver Trail	$105	$171	$92	$60	**$407**
North Yukon *	-	-	-	-	-

* Not enough information was collected from this region to make a valid statement

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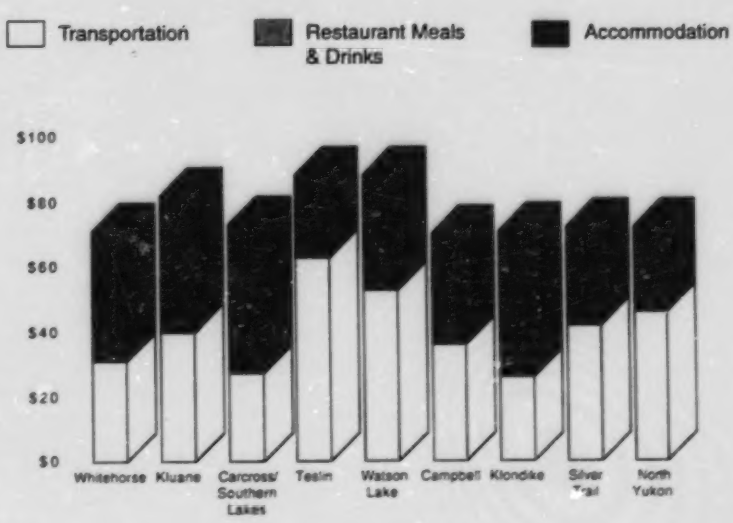
3 Most Common Items Visitors Spent a Portion of $100 On

As a Percentage of a Typical $100 Expenditure



The table below shows how spending varied depending on where the visitor was from and which region they were visiting - again, spending is shown as so many dollars out of every $100 spent. Transportation is used in the example below as visitors generally had the highest expenditure in this category.

Transportation

	USA	Canada	Overseas
Whitehorse	$33	$25	$22
Kluane	$41	$38	$30
Carcross/Southern Lakes	$26	$36	$22
Teslin	$64	$57	$62
Watson Lake	$55	$47	$50
Campbell	$35	$41	$38
Klondike	$24	$24	$33
Silver Trail	$43	$44	$42
North Yukon *	-	-	-

* Not enough information was collected from this region to make a valid statement

What did visitors spend their money on?

The graph on the left shows what visitors to the Yukon regions spent their money on while visiting each of the individual regions. In general, every $100 spent by a visitor was divided up into the following items:

- **transportation;**
- **restaurant meals & drinks;**
- **accommodation;**
- **groceries & beverages;**
- **shopping or on souvenirs;**
- **entertainment and recreation;**
- **Yukon arts & crafts;**
- **"other" expenses; and**
- **outdoor/wilderness activities.**

For complete information on all visitor spending by activity, please refer to pages 60 - 63, Appendix II.

From Survey Questions 4, 9, 1 & 10, pp. 32 & 38, Appendix I

Expenditures by Mode of Travel

The graph on the right shows the expenditure by visitor party by mode of travel in each region.

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The table to the right shows the average expenditure by mode of travel in each region. The figures in bold indicate the highest average expenditure for each region. For example, the highest expenditure per night in the Kluane region was by travellers using motorhome, RV, or camperized bus as their means of travel who spent an average of $166*.

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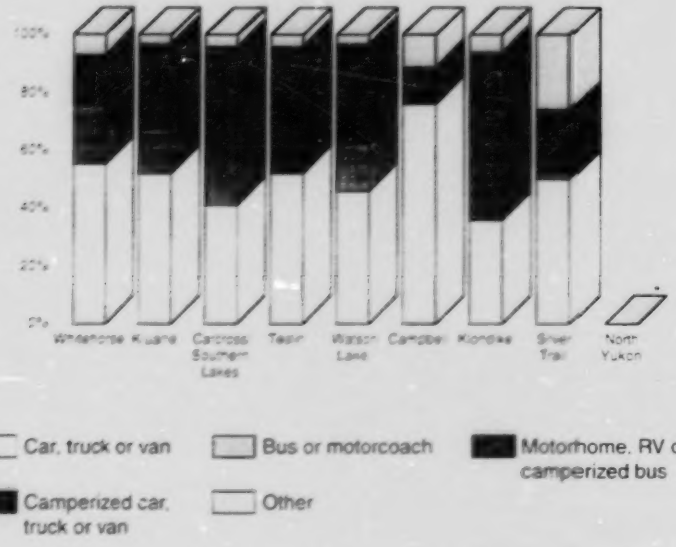
From Survey Questions 9 & 10, pp. 37 & 38, Appendix I

Total Expenditures in Each Region by Mode of Travel



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Average Expenditures** in Each Region by Mode of Travel

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North Yukon *	-	-	-	-	-

* Not enough information was collected from this region to make a valid statement

** these figures are "trimmed" averages meaning that extremely high and extremely low spenders have been eliminated from the calculation to obtain a more meaningful average figure.

3 Most Common Items Visitors Spent a Portion of $100 On

As a Percentage of a Typical $100 Expenditure

The table below shows how spending varied depending on where the visitor was from and which region they were visiting - again, spending is shown as so many dollars out of every $100 spent. Transportation is used in the example below as visitors generally had the highest expenditure in this category.

Transportation

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North Yukon *	-	-	-

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The graph on the left shows what visitors to the Yukon regions spent their money on while visiting each of the individual regions. In general, every $100 spent by a visitor was divided up into the following items:

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- **accommodation;**
- **groceries & beverages;**
- **shopping or on souvenirs;**
- **entertainment and recreation;**
- **Yukon arts & crafts;**
- **"other" expenses; and**
- **outdoor/wilderness activities.**

For complete information on all visitor spending by activity, please refer to pages 60 - 63, Appendix II.

From Survey Questions 4, 9.1 & 10, pp. 32 & 38, Appendix I

Did visitor spending vary with the type of transportation the visitor used?

This question could be clarified with a specific example such as, "Did visitors who travelled in a motorhome spend their money differently than visitors who travelled by bus or motorcoach?" The table on the right provides a breakdown of what portion of $100 visitors would typically spend on meals & refreshments*, categorized by the type of transportation they used in the nine Yukon regions.

Once again, the categories were: accommodation, transportation, groceries and beverages, meals and refreshments, outdoor/ wilderness activity, entertainment and recreation, Yukon arts and crafts, shopping and other souvenirs and other expenses.

* *the category "meals and refreshments" was chosen because it provided the largest dollar range*

For complete information on all categories of responses by mode of transportation, please refer to pages 62 - 63, Appendix II.

From Survey Question 9, p. 37, Appendix I

Meals and Refreshments in Restaurants

	Car, truck or van	Bus or motorcoach	Motorhome, RV or camperized bus	Camperized car, truck or van	Other
Whitehorse	$20	$34	$8	$14	$25
Kluane	$20	$21	$14	$14	$22
Carcross/ Southern Lakes	$19	$61	$8	$12	$21
Teslin	$18	-	$10	$12	$11
Watson Lake	$17	$63	$11	$9	$6
Campbell	-	$23	$10	$14	$29
Klondike	$16	$29	$10	$11	$24
Silver Trail	$15	$26	$10	$11	$35
North Yukon *	-	-	-	-	-

* Not enough information was collected from this region to make a valid statement

The visitors who spent on average the greatest proportion of their visitor dollars on each type of expense were:

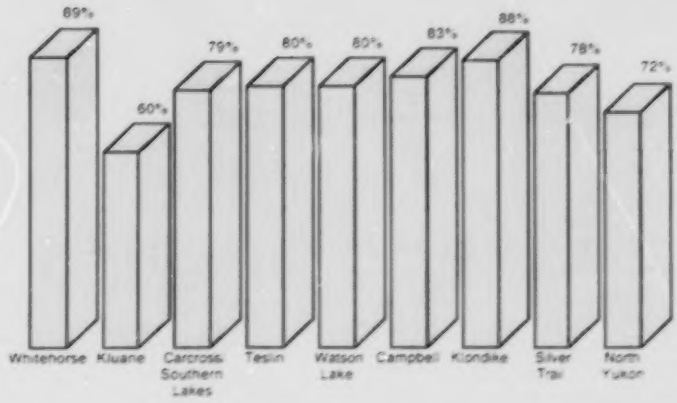
- Bus or motorcoach visitors in the Campbell and Silver Trail regions spent $63 on accommodation out of every $100 spent;
- Motorhome, RV or camperized bus visitors in the Teslin region spent $70 on transportation out of each $100 spent;
- Visitors travelling by camperized car, truck or van spent $20 on groceries & beverages out of each $100 spent;

- Bus or motorcoach visitors in the Watson Lake region spent $63 on meals & refreshments in restaurants out of each $100 spent;
- Visitors travelling by camperized car, truck or van in the Watson Lake region spent $5 on outdoor/wilderness activity out of each $100 spent;
- Motorhome, RV or camperized bus visitors in the Silver Trail region spent $14 on entertainment & recreation out of each $100 spent;

- Visitors travelling by "other" means of transportation in the Klondike region spent $10 on Yukon arts & crafts out of each $100 spent;
- Bus or motorcoach visitors in the Whitehorse region spent $21 on shopping & other souvenirs out of each $100 spent; and
- Visitors travelling by "other" means of transportation in the Kluane and Teslin regions spent on average $10 on other expenses out of each $100 spent.

How did they plan for their visit?

Percent Who Had Planned to Visit the Region Before Their Trip



Before they arrived had they planned to visit the region?

The graph on the left shows the percentage of tourist groups or parties who had planned to visit each of the Yukon regions. In all the regions, well over half, and usually over 2/3s of the visitor parties said "yes" they had planned to visit that region.

From Survey Question 11, p. 38, Appendix 1

Did visitor spending vary with the type of transportation the visitor used?

This question could be clarified with a specific example such as, "Did visitors who travelled in a motorhome spend their money differently than visitors who travelled by bus or motorcoach?" The table on the right provides a breakdown of what portion of $100 visitors would typically spend on meals & refreshments*, categorized by the type of transportation they used in the nine Yukon regions.

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* *the category "meals and refreshments" was chosen because it provided the largest dollar range*

For complete information on all categories of responses by mode of transportation, please refer to pages 62 - 63, Appendix II.

From Survey Question 9, p. 3 - Appendix I

Meals and Refreshments in Restaurants

	Car, truck or van	Bus or motorcoach	Motorhome, RV or camperized bus	Camperized car, truck or van	Other
Whitehorse	$20	$34	$8	$14	$25
Kluane	$20	$21	$14	$14	$22
Carcross/ Southern Lakes	$19	$61	$8	$12	$21
Teslin	$18	-	$10	$12	$11
Watson Lake	$17	$63	$11	$9	$6
Campbell	-	$23	$10	$14	$29
Klondike	$16	$29	$10	$11	$24
Silver Trail	$15	$26	$10	$11	$35
North Yukon *	-	-	-	-	-

* Not enough information was collected from this region to make a valid statement

The visitors who spent on average the greatest proportion of their visitor dollars on each type of expense were:

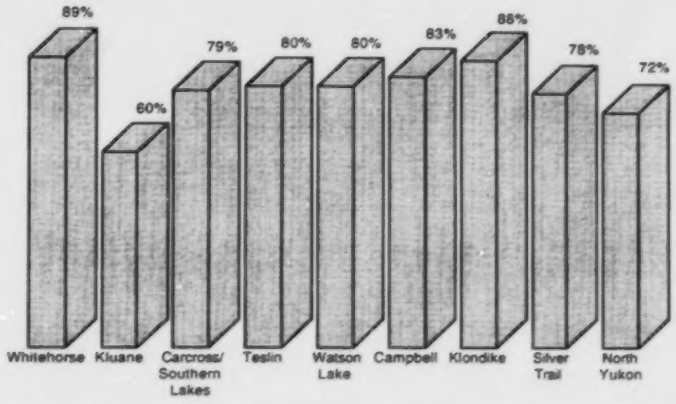
- Bus or motorcoach visitors in the Campbell and Silver Trail regions spent $63 on accommodation out of every $100 spent;
- Motorhome, RV or camperized bus visitors in the Teslin region spent $70 on transportation out of each $100 spent;
- Visitors travelling by camperized car, truck or van spent $20 on groceries & beverages out of each $100 spent;

- Bus or motorcoach visitors in the Watson Lake region spent $63 on meals & refreshments in restaurants out of each $100 spent;
- Visitors travelling by camperized car, truck or van in the Watson Lake region spent $5 on outdoor/wilderness activity out of each $100 spent;
- Motorhome, RV or camperized bus visitors in the Silver Trail region spent $14 on entertainment & recreation out of each $100 spent;

- Visitors travelling by "other" means of transportation in the Klondike region spent $10 on Yukon arts & crafts out of each $100 spent;
- Bus or motorcoach visitors in the Whitehorse region spent $21 on shopping & other souvenirs out of each $100 spent; and
- Visitors travelling by "other" means of transportation in the Kluane and Teslin regions spent on average $10 on other expenses out of each $100 spent.

How did they plan for their visit?

Percent Who Had Planned to Visit the Region Before Their Trip



Before they arrived had they planned to visit the region?

The graph on the left shows the percentage of tourist groups or parties who had planned to visit each of the Yukon regions. In all the regions, well over half, and usually over 2/3s of the visitor parties said "yes" they had planned to visit that region.

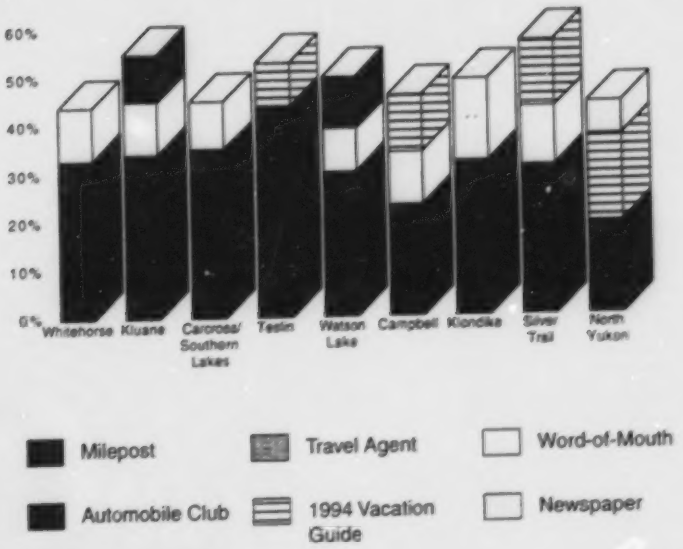
From Survey Question 11, p. 38, Appendix I

What sources of information did they use to plan their visit to each of the Yukon regions?

The most frequently mentioned source of information in all regions was The Milepost. Other sources of information mentioned as one of the top three sources in each region were travel agent(s), "word-of-mouth", automobile clubs, the 1994 Yukon Vaction Guide and newspaper stories. Please note that visitors were able to choose more than one source of information.

For complete information on all sources of information, please refer to page 64, Appendix II.

Three Most Often Mentioned Sources of Information Used in Planning Trip



From Survey Question 11, p. 38, Appendix I

Which source of information was the most helpful?

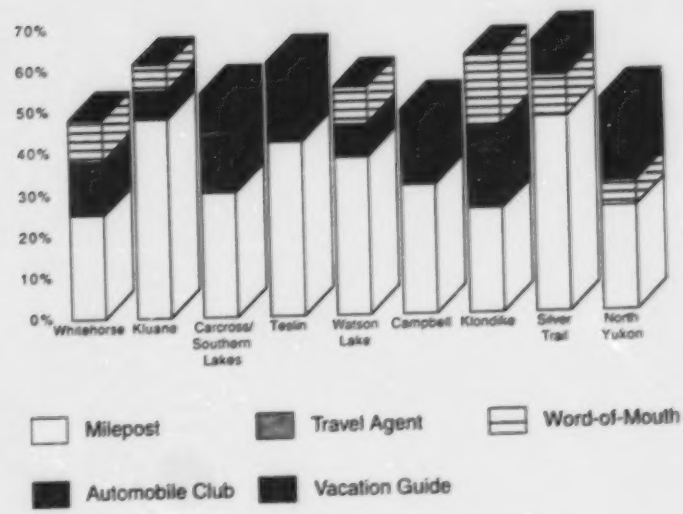
The Milepost was the most helpful source of information for visitors to all of the nine regions.

Other sources listed in the top three most helpful sources of information were travel agent(s), word-of-mouth, the 1994 Yukon Vacation Guide, and automobile clubs.

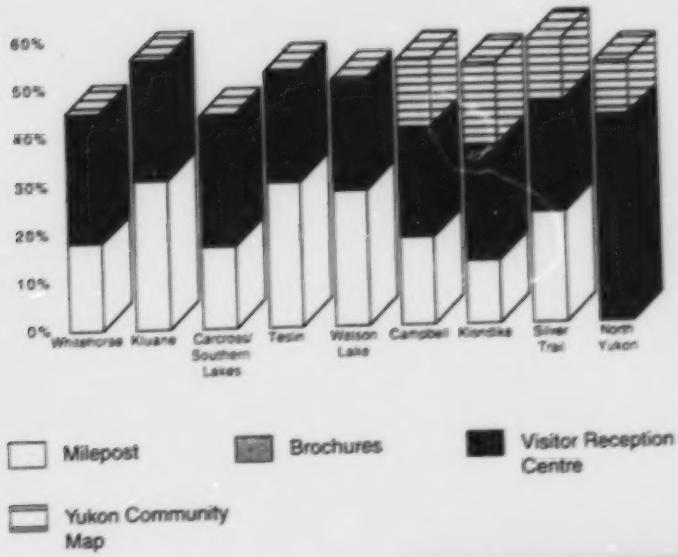
For complete information on all sources of information, please refer to page 64, Appendix II.

From Survey Question 11.1, p. 38, Appendix I

Three Most Helpful Sources of Information Used in Planning Trip



Three Most Useful Sources of Information Used During Trip



From Survey Question 12, p. 39 Appendix I

What sources of information did they use during their visit to the nine different Yukon regions?

The graph on the left shows that the most used source of information in each region was The Milepost. The regions where The Milepost was not listed as the information source most used by travellers during their visit were the Klondike, Campbell and the North Yukon. In these regions the Visitor Reception Center was the most used source of information.

For complete information on all sources of information, please refer to page 65, Appendix II.

	Most Helpful Source of Information	Percentage
Whitehorse	Milepost	49%
Kluane	Milepost	41%
Carcross/Southern Lakes	Milepost	19%
Teslin	Milepost	44%
Watson Lake	Milepost	39%
Campbell	Milepost	25%
Klondike	Visitor Reception Center	25%
Silver Trail	Milepost	36%
North Yukon	Visitor Reception Centre	45%

Which source of information was the most helpful?

The most helpful sources of information for visitors while in the nine Yukon regions were the Milepost, and the Visitor Reception Centres.

For complete information on all sources of information, please refer to page 65, Appendix II.

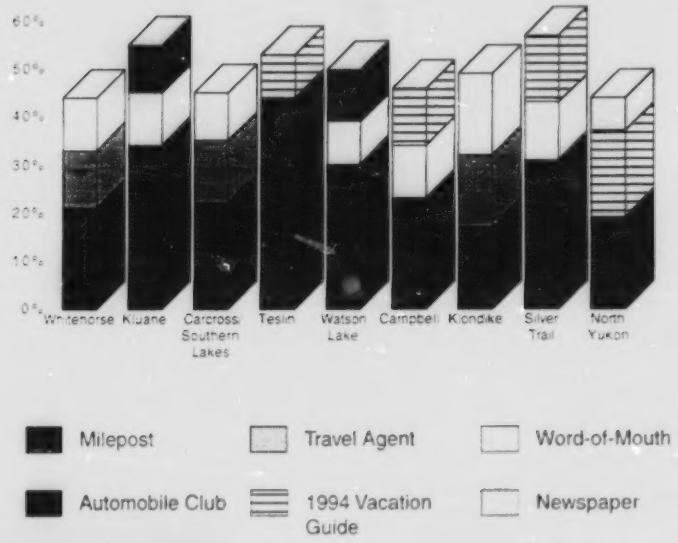
From Survey Question 12.1, p. 39 Appendix I

What sources of information did they use to plan their visit to each of the Yukon regions?

The most frequently mentioned source of information in all regions was The Milepost. Other sources of information mentioned as one of the top three sources in each region were travel agent(s), "word-of-mouth", automobile clubs, the 1994 Yukon Vaction Guide and newspaper stories. Please note that visitors were able to choose more than one source of information.

For complete information on all sources of information, please refer to page 64, Appendix II.

Three Most Often Mentioned Sources of Information Used in Planning Trip



From Survey Question 11, p. 38, Appendix I

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The Milepost was the most helpful source of information for visitors to all of the nine regions.

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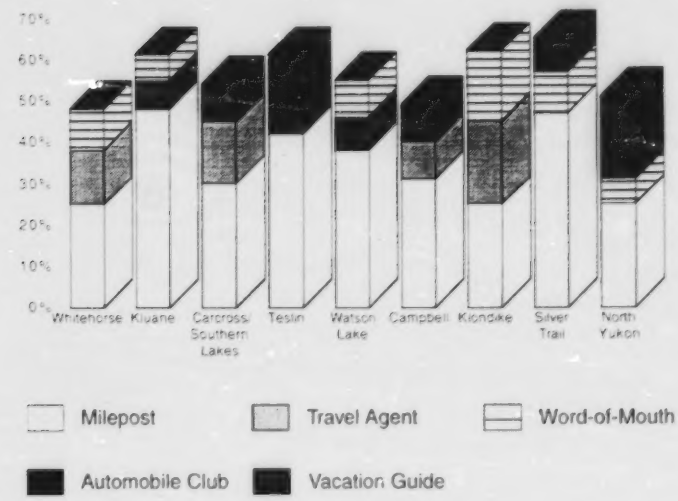
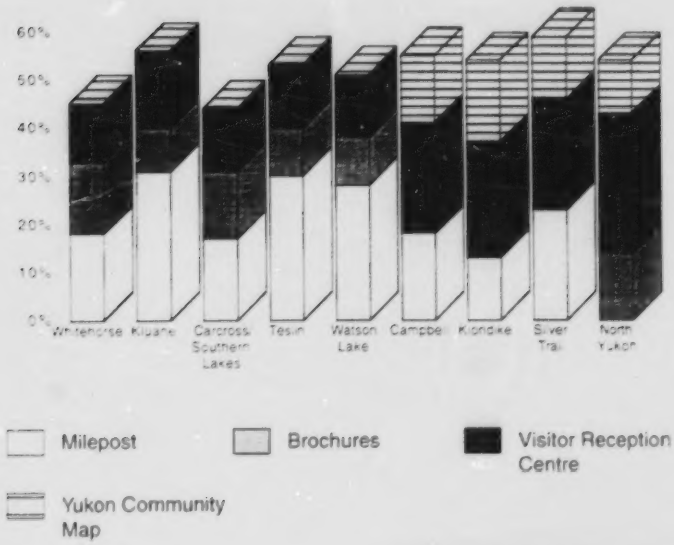
For complete information on all sources of information, please refer to page 64, Appendix II.

From Survey Question 11.1, p. 38, Appendix I

Three Most Helpful Sources of Information Used in Planning Trip



Three Most Useful Sources of Information Used During Trip



From Survey Question 12, p. 39, Appendix I

What sources of information did they use during their visit to the nine different Yukon regions?

The graph on the left shows that the most used source of information in each region was The Milepost. The regions where The Milepost was not listed as the information source most used by travellers during their visit were the Klondike, Campbell and the North Yukon. In these regions the Visitor Reception Center was the most used source of information.

For complete information on all sources of information, please refer to page 65, Appendix II.

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Teslin	Milepost	44%
Watson Lake	Milepost	39%
Campbell	Milepost	25%
Klondike	Visitor Reception Center	25%
Silver Trail	Milepost	36%
North Yukon	Visitor Reception Centre	45%

Which source of information was the most helpful?

The most helpful sources of information for visitors while in the nine Yukon regions were the Milepost, and the Visitor Reception Centres.

For complete information on all sources of information, please refer to page 66, Appendix II.

From Survey Question 12.1, p. 39, Appendix I

1994 Yukon Visitor Exit Survey

Summary Report

Appendix I
Regional Questionnaire

1994 Yukon Regional Exit Survey

Section 1

■ 1. **Including yourself, how many people are travelling in your immediate travel party *(sharing expenses, experiences, or decisions)*?**
_____ persons

■ 2. **How many people in your immediate travel party are in each of these age categories?**

	<12	12-17	18-24	25-34	35-44	45-54	55-64	65+
Male	____	____	____	____	____	____	____	____
Female	____	____	____	____	____	____	____	____

■ 3. **How many different households are represented in your immediate travel party?**
_____ households

■ 4. **What country are you from?**
❑ Canada: **Province:** _____ **Postal Code:** _____ ❑ Don't know
❑ U.S.A. **State:** _____ **Zip Code:** _____ ❑ Don't know
❑ Other **Country:** _____

Section 2

■ 5. **Which of the following reasons best describes the primary purpose of this trip?**
(Select only one - interviewer probe)

■ BUSINESS
- ❑ Corporate Business
- ❑ Government Business
- ❑ Business Incentive Travel
- ❑ Conventions/conferences
- ❑ Other (specify) _____

or

■ PLEASURE
- ❑ Vacation/holiday
- ❑ Visiting friends/relatives
- ❑ Participating in or attending sports events
- ❑ Attending arts and cultural events
- ❑ Outdoor/wilderness activities
- ❑ Other (specify) _____

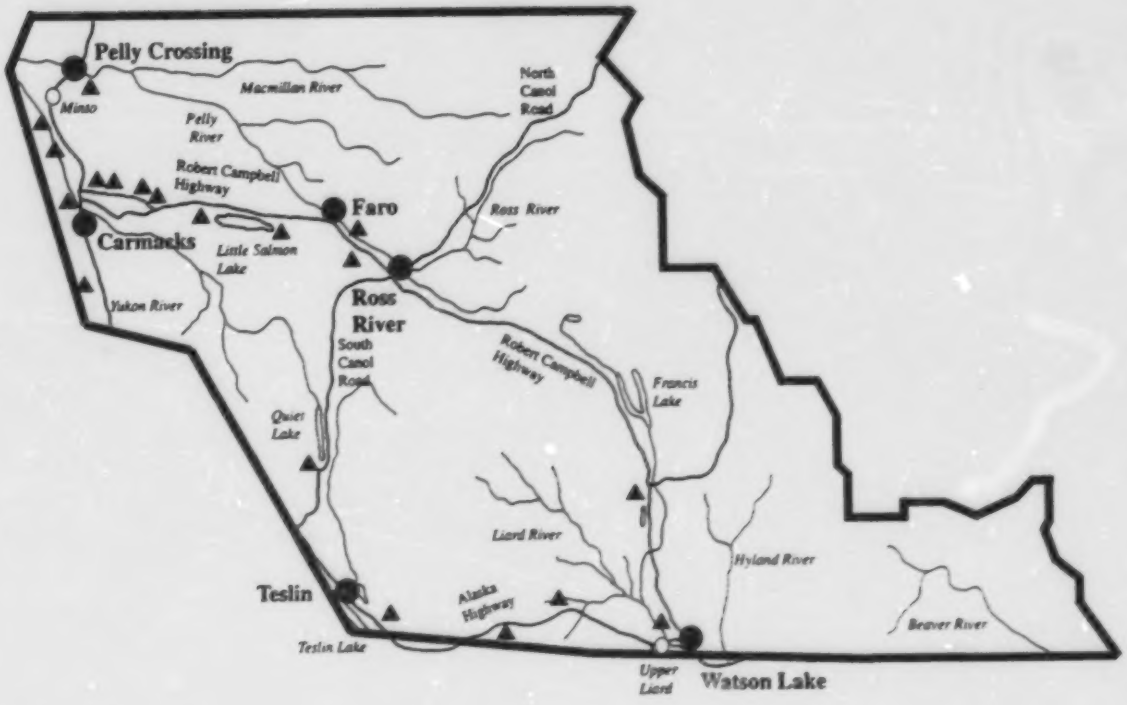
The next few questions are about your travel through this Region.

■6. I WOULD LIKE TO TRACE ON THIS MAP THE ROUTE(S) YOU HAVE TRAVELLED.

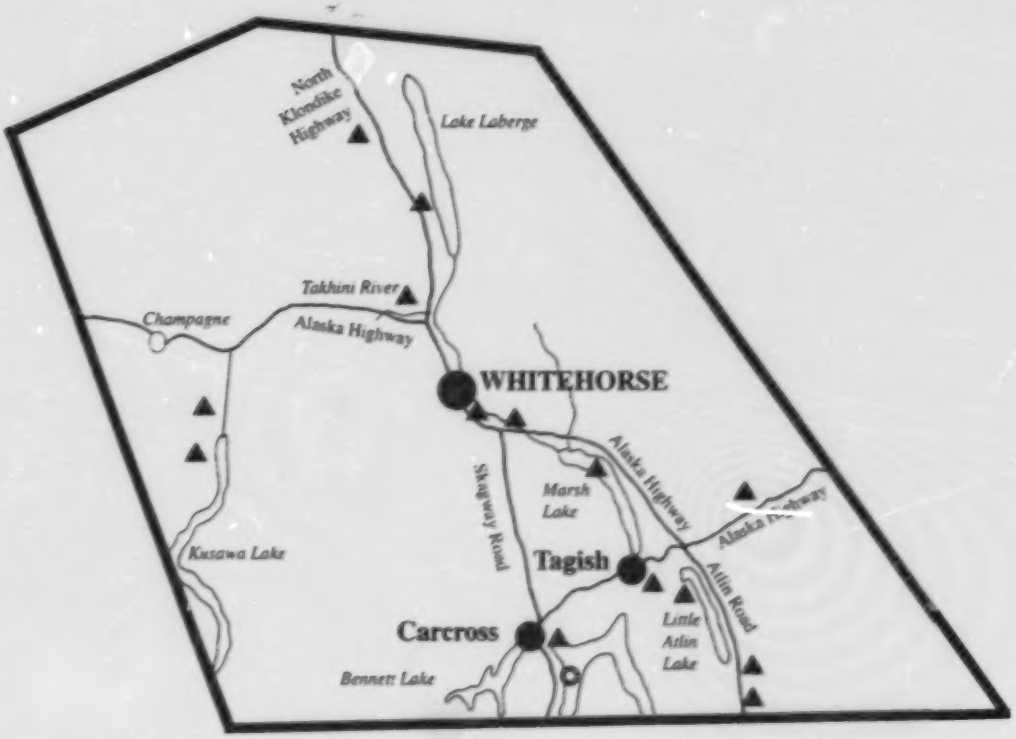
Interviewer Instruction:
Print "**ENTER**" where they *(HOUSEHOLD)* entered Region and "**EXIT**" where they are exiting the Region. Indicate with an "X" where they stayed the night and a (S) where stops were made along the way. Indicate with an -> or <- the direction of their travel.

(Remember to record air & river travel)

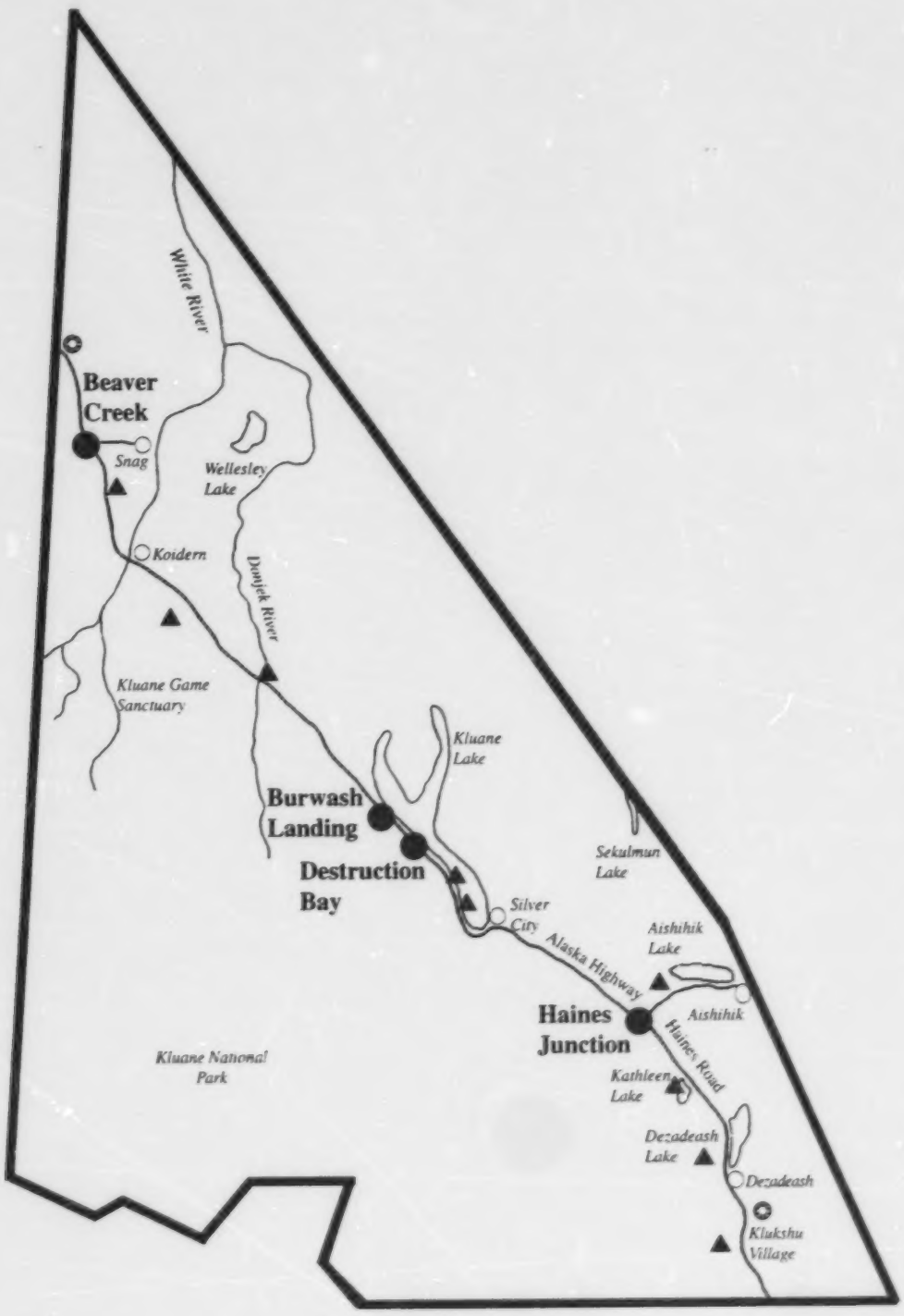
Region 1 - Alaska Highway southeast and Robert Campbell Highway - Watson Lake, Pelly Crossing, Carmacks, Faro and Ross River



Region 2 - Klondike Highway south - Whitehorse, Marsh Lake, Tagish and Carcross



Region 3 - Alaska Highway west - Haines Junction, Beaver Creek and Destruction Bay



Region 4 - Klondike Highway north and Dempster Highway - Stewart Crossing, Mayo, Keno, and Dawson City

Section 3

■ 7. **What type of accommodation did you mainly use while in the Region?** *(do not read)*

- ❑ **NONE**
- ❑ Hotel/Motel
- ❑ Lodges/Camps/Cabins
- ❑ Homes of friends or family
- ❑ Government campground
  - **Did you mainly tent?** ❑ Yes ❑ No
- ❑ Commercial R.V. park or campground
  - **Did you mainly tent?** ❑ Yes ❑ No
- ❑ Bed & Breakfast
- ❑ Roadside/Pullout
- ❑ Other (specify):_____

■ 8. **In total, how many nights did you spend in this Region?** *(Interviewer: Please check nights on map)*

____ nights ❑ Don't know

■ 9. **WHILE IN THIS REGION, what is your best estimate of the total expenditures by your HOUSEHOLD? PLEASE INCLUDE all spending in the Region whether paid for by cash, travellers cheque or credit card. Don't include any prepaid expenses or spending outside of the Region.**

$_____ (Total)
- **Was it in:** ❑ **Canadian $?** ❑ **U.S. $?** ❑ **Other?:**_____

9.1 How much was spent on the following ...	**Please rate, on a scale of 1 to 5, whether you got value for your money** *(1 means very good value and 5 means very poor value)*					
	1 Very Good	2	3	4	5 Very Poor	Don't know
_____ **Transportation?**	❑	❑	❑	❑	❑	❑
_____ **Accommodation?**	❑	❑	❑	❑	❑	❑
_____ **Groceries and beverages?**	❑	❑	❑	❑	❑	❑
_____ **Meals and refreshments in restaurants?**	❑	❑	❑	❑	❑	❑
_____ **Outdoor/wilderness activities?**	❑	❑	❑	❑	❑	❑
_____ **Entertainment and recreation?** *(including arts & cultural events)?*	❑	❑	❑	❑	❑	❑
_____ **Yukon arts & crafts?**	❑	❑	❑	❑	❑	❑
_____ **Shopping and other souvenirs?**	❑	❑	❑	❑	❑	❑
_____ **Other expenses?**	❑	❑	❑	❑	❑	❑

... Section 3 continued

Interviewer: If respondent cannot provide details then ask

9.2 Does your total include the following ...			Please rate, on a scale of 1 to 5, whether you got value for your money (1 means very good value and 5 means very poor value) 1 Very Good	2	3	4	5 Very Poor	Don't know
❑ Yes	❑ No	Transportation?	❑	❑	❑	❑	❑	❑
❑ Yes	❑ No	Accommodation?	❑	❑	❑	❑	❑	❑
❑ Yes	❑ No	Groceries and beverages?	❑	❑	❑	❑	❑	❑
❑ Yes	❑ No	Meals and refreshments in restaurants?	❑	❑	❑	❑	❑	❑
❑ Yes	❑ No	Outdoor/wilderness activities?	❑	❑	❑	❑	❑	❑
❑ Yes	❑ No	Entertainment and recreation? *(including arts & cultural events)?*	❑	❑	❑	❑	❑	❑
❑ Yes	❑ No	Yukon arts & crafts?	❑	❑	❑	❑	❑	❑
❑ Yes	❑ No	Shopping and other souvenirs?	❑	❑	❑	❑	❑	❑
❑ Yes	❑ No	Other expenses?	❑	❑	❑	❑	❑	❑

■ 10. **What was your main mode of transportation WHILE IN THIS REGION?** ***(mark only one)***

❑ Air	❑ Bus/Coach
❑ Car/Truck/Van	❑ Motorhome/R.V./Converted Bus
❑ Camperized Truck/Van	❑ Other: _____

Was it a rental vehicle? ❑ Yes ❑ No

Section 4

The next few questions are about tourist information.

■ 11. **BEFORE you arrived in the Yukon, had you planned to visit this Region?**

❑ Yes ❑ No *(go to 12)*

— **What sources of information did you use when PLANNING your visit to this Region?**
(do not read)

❑ **NONE** ***(go to 12)***	
❑ Word of mouth	❑ 1994 Yukon Vacation Guide
❑ Travel Show	❑ Magazine/Newspaper Story
❑ Travel Agent	❑ Automobile Club
❑ Magazine Advertisement	❑ Milepost
	❑ other: _____

Interviewer, if more than 1 ask ...

11.1 Which of these sources was the most helpful?
(do not read)

❑ Word of mouth	❑ 1994 Yukon Vacation Guide
❑ Travel Show	❑ Magazine/Newspaper Story
❑ Travel Agent	❑ Automobile Club
❑ Magazine Advertisement	❑ Milepost
	❑ other: _____

... Section 4 continued

■ 12. **What sources of information did you use DURING your trip through the Region?** *(do not read)*

- ❑ **NONE** *(go to 13)*
- ❑ Word of mouth
- ❑ Visitor Reception Centre
- ❑ Milepost
- ❑ Yukon Gold Explorer's Passport
- ❑ 1994 Yukon Vacation Guide
- ❑ Brochures
- ❑ Yukon Community Map
- ❑ Yukon Newspaper, Visitor Supplement
- ❑ other: _____

Interviewer, if more than 1 ask ...

12.1 **Which of these sources was the most helpful?** *(do not read)*

- ❑ Word of mouth
- ❑ Visitor Reception Centre
- ❑ Milepost
- ❑ Yukon Gold Explorer's Passport
- ❑ 1994 Yukon Vacation Guide
- ❑ Brochures
- ❑ Yukon Community Map
- ❑ Yukon Newspaper, Visitor Supplement
- ❑ other: _____

■ 13. **While in this Region, what attractions/activities did you or someone in your household participate in?**

_____

■ 14. **Please rate the quality of the following features of your VISIT TO THIS REGION on a scale of 1 to 5 (1 means very good and 5 means very poor).**

	1 Very Good	2	3	4	5 Very Poor	N/A
Accommodation						
commercial accommodations	❑	❑	❑	❑	❑	❑
service - friendliness/helpfulness	❑	❑	❑	❑	❑	❑
Transportation						
roads and highways	❑	❑	❑	❑	❑	❑
auto and R.V. service and repair	❑	❑	❑	❑	❑	❑
Groceries and beverages						
selection	❑	❑	❑	❑	❑	❑
service - friendliness/helpfulness	❑	❑	❑	❑	❑	❑
Meals and refreshments in restaurants						
selection	❑	❑	❑	❑	❑	❑
service - friendliness/helpfulness	❑	❑	❑	❑	❑	❑
Outdoor/wilderness activities						
selection	❑	❑	❑	❑	❑	❑
service - friendliness/helpfulness	❑	❑	❑	❑	❑	❑
Entertainment and recreation *(including arts & cultural events)*						
selection	❑	❑	❑	❑	❑	❑
service - friendliness/helpfulness	❑	❑	❑	❑	❑	❑
Yukon arts and crafts						
selection	❑	❑	❑	❑	❑	❑
service - friendliness/helpfulness	❑	❑	❑	❑	❑	❑
Shopping and other souvenirs						
selection	❑	❑	❑	❑	❑	❑
service - friendliness/helpfulness	❑	❑	❑	❑	❑	❑

■ 15. **Is there anything that would have encouraged you to stay longer in this Region?**

❑ Yes

—— **What was it?** _____

_____

❑ No

❑ Don't know

■ 16. **Was your travel itinerary flexible enough to let you spend additional time in this Region had you wanted to?**

❑ Yes

❑ No

❑ Don't know

■ 17. **Looking back on your trip, what was the single most positive thing about your visit to this Region?**

_____

_____

_____

Travelling through ❑ N/A

■ 18. **What was the single most negative thing about your visit to this Region?**

_____

_____

_____

Travelling through ❑ N/A

THANK YOU!

1994 Yukon Visitor Exit Survey

Summary Report

Appendix II
Tables

from page 8

	Those who came to each region	Those who never visited the region
Whitehorse	182,431	24,369
Kluane	136,496	70,304
Carcross/Southern Lakes	113,033	93,767
Teslin	105,690	101,110
Watson Lake	101,900	104,900
Campbell	72,014	134,786
Klondike	67,570	139,230
Silver Trail	59,973	146,827
North Yukon	6,504	200,296

	Those who stopped in the region	Those who passed through the region without stopping
Whitehorse	131,273	51,158
Kluane	100,496	36,000
Carcross/Southern Lakes	44,061	68,972
Teslin	46,209	59,481
Watson Lake	70,960	30,940
Campbell	13,821	58,193
Klondike	58,020	9,550
Silver Trail	7,290	7,290
North Yukon	4,455	2,049

from page 11

	Men	Women
Whitehorse	69,414	60,445
Kluane	52,473	47,961
Carcross/Southern Lakes	21,860	22,119
Teslin	24,819	18,909
Watson Lake	37,255	30,856
Campbell	7,804	6,008
Klondike	29,411	28,578
Silver Trail	3,961	3,317
North Yukon	2,523	1,932

from page 12 - Number of Visitor Parties to Each Region by Province

	BC	AB	ON	NW	MB	SK	PQ	NB	PE	NS
Whitehorse	5,190	2,648	2,838	324	469	263	473	111	-	-
Kluane	1,212	1,198	919	163	55	264	207		44	133
Carcross/Southern Lakes	1,030	535	808	117	-	238	155	142	-	-
Teslin	781	1,389	438	-	135	189	138	56	-	44
Watson Lake	1,618	2,364	736	87	338	450	34	-	-	49
Campbell	404	312	234	102	39	70	37	-	-	-
Klondike	2,409	2,049	978	230	184	247	73	14	-	14
Silver Trail	253	196	186	21	15	42	11	-	-	-
North Yukon	-	-	-	-	-	-	-	-	-	-

from page 13 - Percentage of Visitors to Each Region by State

	Alaska	California	Washington	Texas	Florida	Pennsylvania	Michigan	Iowa
Whitehorse	18.2%	8.3%	5.6%	50.2%	5.0%	-	-	4.5%
Kluane	22.0%	8.8%	5.9%	3.2%	3.7%	4.2%	3.0%	-
Carcross/Southern Lakes	11.0%	8.5%	5.2%	-	-	-	3.5%	8.9%
Teslin	14.2%	9.7%	9.6%	5.2%	6.6%	2.8%	2.5%	-
Watson Lake	11.9%	10.1%	13.9%	5.5%	7.0%	3.9%	2.0%	-
Campbell	6.2%	10.5%	7.6%	3.9%	4.0%	3.1%	3.6%	-
Klondike	3.1%	11.0%	4.4%	3.2%	9.7%	-	5.6%	-
Silver Trail	4.5%	8.9%	9.7%	6.1%	4.7%	-	8.3%	-
North Yukon	-	-	-	-	-	-	-	-

	Minnesota	Massachusetts	Oregon	Illinois	Ohio	Colorado	Wisconsin
Whitehorse	4.4%	4.4%	3.7%	3.5%	-	-	-
Kluane	3.3%	-	2.8%	2.7%	-	-	2.9%
Carcross/Southern Lakes	-	-	-	4.0%	4.6%	-	-
Teslin	2.5%	-	6.2%	-	-	3.6%	-
Watson Lake	3.5%	-	5.1%		3.4%	-	2.2%
Campbell	3.0%	-	3.3%	-	11.2%	11.2%	3.2%
Klondike	10.6%	-	-	5.4%	3.0%	-	-
Silver Trail	-	-	5.4%	-	-	-	8.3%
North Yukon	-	-	-	-	-	-	-

	New York	Arizona	Idaho	Oklahoma	New Mexico	Missouri	Nevada	North Carolina	Other
Whitehorse	3.5%	3.0%	-	-	-	-	-	-	32.4%
Kluane	-	2.8%	-	-	-	-	-	-	34.7%
Carcross/Southern Lakes	4.4%	4.2%	-	3.5%	-	-	-	-	42.2%
Teslin	-	-	2.6%	-	2.1%	-	-	-	32.4%
Watson Lake	-	3.1%	-	-	-	-	-	-	28.4%
Campbell	-	-	-	-	-	-	-	-	29.2%
K'ondike	-	-	-	-	-	3.1%	4.5%	6.2%	30.2%
Silver Trail	-	4.4%	3.8%	-	-	-	-	-	35.9%
North Yukon	-	-	-	-	-	-	-	-	-

from page 13 - Percentage of Visitors to Each Region by Country

	Germany	Switzerland	Austria	Australia	United Kingdom	Italy	Netherlands	France	Other
Whitehorse	46.0%	8.0%	-	7.0%	11.0%	12.0%	-	-	16.0%
Kluane	31.0%	16.0%	-	12.0%	9.0%	-	-	-	32.0%
Carcross/Southern Lakes	37.0%	13.0%	15.0%	7.0%	17.0%	-	-	-	11.0%
Teslin	45.0%	3.0%	-	15.0%	-	-	3.0%	3.0%	31.0%
Watson Lake	50.0%	9.0%	-	10.0%	16.0%	-	-	-	15.0%
Campbell	67.0%	12.0%	9.0%	4.0%	-	-	3.0%	-	5.0%
Klondike	47.0%	22.0%	-	11.0%	4.0%	-	-	-	16.0%
Silver Trail	53.0%	20.0%	-	5.0%	5.0%	-	-	-	17.0%
North Yukon	-	-	-	-	-	-	-	-	-

from page 14 - Type of Business Travel in Each Region

	Government Business	Corporate Business	Convention/ Conference	Business Incentive Travel	Other
Whitehorse	4,461	2,395	2,045	729	6,518
Kluane	1,466	555	-	195	3,807
Carcross/Southern Lakes	99	173	-	99	1,478 (includes 'not stated')
Teslin	840	210	105	157	2,297
Watson Lake	6,715	4,722	274	856	3,466
Campbell	-	45	18	20	102
Klondike	152	231	-	25	534
Silver Trail	21	32	-	-	86
North Yukon**	-	-	-	-	-

** Visitors were able to respond in more than one category. Responses may also have only been given in the "purpose of visit" category (see page 14) and not broken down further.*

** Information not available as quantities were not high enough to make a valid statement.

from page 14 - Type of Pleasure Activity in Each Region

	Vacation/ Holiday	Visiting Friends/ Relatives	Outdoor/ Wilderness Activities	Attending Arts/ Cultural Events	Playing/Watching Sports Events
Whitehorse	88,132	13,518	9,660	408	-
Kluane	79,616	9,810	3,565	532	511
Carcross/Southern Lakes	35,405	3,675	1,532	302	275
Teslin	33,909	4,707	2,352	-	-
Watson Lake	52,953	7,312	2,474	-	-
Campbell	12,588	394	335	86	-
Klondike	54,694	2,076	491	105	-
Silver Trail	6,531	428	170	-	-
North Yukon**	-	-	-	-	-

** Visitors were able to respond in more than one category. Responses may also have only been given in the "purpose of visit" category (see page 14) and not broken down further.*

** Information not available as quantities were not high enough to make a valid statement.

from page 15 - Mode of Travel in Each Region by Tourist Parties

	Car, truck or van	Bus or motorcoach	Motorhome, RV or campenzed bus	Campenzed car, truck or van	Other
Whitehorse	28,601	16,740	9,431	2,556	3,666
Kluane	20,003	9,139	9,081	2,985	1,426
Carcross/Southern Lakes	7,647	7,051	3,074	1,200	575
Teslin*	9,504	-	5,467	1,991	485
Watson Lake	14,430	3,642	6,893	2,497	446
Campbell	2,275	674	1,713	1,046	674
Klondike	9,295	9,452	5,500	2,108	875
Silver Trail	1,588	93	1,020	422	195
North Yukon**	-	-	-	-	-

** Visitors to the Teslin region did use 'bus or motorcoach' as a means of travel but were not part of this survey.*

** Information not available as quantities were not high enough to make a valid statement.

from page 15 - Mode of Travel in Each Region by Visitor

	Car, truck or van	Bus or motorcoach	Motorhome, RV or camperized bus	Camperized car, truck or van	Other
Whitehorse	64,494	31,020	23,120	5,708	6,931
Kluane	44,682	20,242	24,490	7,266	3,816
Carcross/Southern Lakes	18,177	14,386	7,277	2,839	1,382
Teslin*	24,032	-	16,194	4,964	1,038
Watson Lake	36,046	6,811	20,131	5,364	2,008
Campbell	5,176	1,333	4,285	2,274	753
Klondike	20,939	18,636	12,607	4,371	1,467
Silver Trail	3,590	140	2,331	881	348
North Yukon**	-	-	-	-	-

** Visitors to the Teslin region did use 'bus or motorcoach' as a means of travel but were not part of this survey.*

** Information not available as quantities were not high enough to make a valid statement.

from page 16 - Percentage of ActivitiesParticipated in by Region

	None/ Passing Through	Attractions	Outdoor Activities	Museums	Shopping	Visiting Popular Sites	Entertainment
Whitehorse	21.4%	21.4%	14.3%	7.1%	5.4%	4.9%	4.5%
Kluane	17.9%	6.8%	26.7%	6.9%	-	4.9%	-
Carcross/Southern Lakes	16.6%	32.1%	16.5%	7.0%	-	7.4%	2.6%
Teslin	38.9%	14.7%	19.6%	5.0%	-	3.4%	-
Watson Lake	28.0%	22.7%	16.3%	7.0%	-	7.1%	-
Campbell	6.8%	21.2%	17.6%	10.1%	-	8.7%	-
Klondike	-	17.7%	9.3%	9.4%	-	11.8%	-
Silver Trail	2.7%	16.7%	17.1%	15.8%	2.7%	-	-
North Yukon	-	-	-	-	-	-	-

	Information Seeking	Guided Tours	Other	Hiking	Camping	Sports	Fishing
Whitehorse	4.0%	4.0%	3.1%	2.0%	-	-	-
Kluane	4.9%	5.8%	-	5.4%	4.4%	-	-
Carcross/Southern Lakes	3.0%	-	-	-	-	2.4%	-
Teslin	-	-	-	4.5%	-	-	-
Watson Lake	5.4%	-	-	-	-	-	-
Campbell	3.2%	6.7%	-	-	-	-	3.1%
Klondike	-	17.8%	-	-	5.9%	-	-
Silver Trail	-	15.1%	-	-	7.3%	-	-
North Yukon	-	-	-	-	-	-	-

from page 16 -Type of Acctivity by Party in Each Region

	Gold Seeking	Arts	Gambling
Whitehorse	-	-	-
Kluane	-	-	-
Carcross/Southern Lakes	-	-	-
Teslin	-	-	-
Watson Lake	-	-	-
Campbell	10.2%	-	-
Klondike	27.9%	-	-
Silver Trail	-	15.1%	7.5%
North Yukon	-	-	-

from page 17 -Type of Accommodation by Party in Each Region

	Not Stated	None	Hotel/ Motel	Lodges/ Camps/ Cabins	Friends	Camp-grounds	Bed & Breakfast	Roadside/ Pullout	Other
Whitehorse	286	11,663	19,843	51	1,260	8,569	149	1,156	541
Kluane	-	12,108	12,301	365	234	14,381	-	3,053	844
Carcross/Southern Lakes	-	4,551	7,585	202	596	5,891	99	1,194	73
Teslin	-	6,085	1,055	157	186	7,883	52	2,113	154
Watson Lake	-	8,556	6,454	248	87	10,724	292	2,025	130
Campbell	-	442	1,228	22	49	3,877	92	958	151
Klondike	-	400	12,187	24	189	12,525	751	1,312	864
Silver Trail	-	108	552	-	15	2,303	104	275	58
North Yukon	-	94	-	57	19	882	-	785	113

from page 18 - Single Most Positive Aspect of Visit to Each Region

	Scenery	People	Weather	Attractions	Service(s)	Transportation	Other	Wildlife
Whitehorse	44.1%	17.7%	8.2%	6.9%	4.6%	3.1%	2.8%	2.5%
Kluane	61.8%	13.2%	3.3%	5.8%	1.4%	1.6%	0.9%	2.5%
Carcross/Southern Lakes	56.3%	14.0%	1.8%	5.9%	3.2%	1.9%	1.3%	3.5%
Teslin	57.4%	8.9%	3.8%	5.0%	2.1%	7.7%	0.4%	4.4%
Watson Lake	57.8%	7.8%	2.2%	6.1%	1.9%	7.6%	0.8%	2.0%
Campbell	40.4%	15.3%	0.7%	8.5%	0.9%	9.5%	0.4%	3.4%
Klondike	39.2%	10.5%	0.2%	11.5%	0.6%	2.7%	0.8%	1.8%
Silver Trail	45.0%	13.5%	-	9.9%	1.8%	0.9%	0.9%	3.1%
North Yukon	61.9%	12.2%	0.5%	5.1%	-	4.9%	2.3%	-

	Personal	Everything	Nothing	History	Activities	Specific Communities
Whitehorse	2.4%	1.7%	1.5%	1.4%	1.1%	0.8%
Kluane	1.8%	2.7%	1.8%	-	0.6%	0.7%
Carcross/Southern Lakes	0.9%	4.8%	0.2%	1.5%	0.1%	2.2%
Teslin	1.7%	2.9%	2.6%	-	0.3%	0.3%
Watson Lake	2.2%	3.0%	3.8%	0.5%	0.3%	1.3%
Campbell	0.4%	3.4%	0.4%	5.0%	1.0%	8.5%
Klondike	1.6%	4.5%	0.2%	9.2%	5.5%	10.5%
Silver Trail	-	2.5%	0.7%	5.3%	2.9%	10.1%
North Yukon	-	2.5%	1.0%	4.2%	2.8%	2.6%

	Campgrounds	Cost(s)	Accommodation
Whitehorse	0.3%	0.2%	0.7%
Kluane	1.1%	-	0.8%
Carcross/Southern Lakes	2.2%	-	0.2%
Teslin	1.9%	-	0.6%
Watson Lake	1.8%	-	0.9%
Campbell	1.6%	-	0.6%
Klondike	0.8%	-	0.4%
Silver Trail	2.3%	-	1.1%
North Yukon	-	-	-

from page 18 - Single Most Negative Aspect of Visit to Each Region

	Nothing	Transportation	Vehicle(s)	Cost(s)	Lack of Wildlife	People	Service(s)	Scenery
Whitehorse	37.2%	17.7%	2.5%	6.3%	2.3%	1.4%	9.4%	5.2%
Kluane	33.6%	43.3%	1.1%	3.9%	1.8%	0.5%	3.8%	0.6%
Carcross/Southern Lakes	44.0%	17.1%	2.6%	6.1%	3.7%	0.4%	4.4%	4.1%
Teslin	24.4%	34.4%	0.6%	8.7%	2.1%	1.0%	6.6%	2.6%
Watson Lake	25.8%	36.1%	1.0%	8.7%	1.8%	1.2%	4.0%	2.0%
Campbell	23.1%	20.4%	1.5%	6.9%	2.1%	0.5%	5.3%	7.3%
Klondike	15.7%	22.3%	1.4%	7.6%	2.7%	2.7%	17.7%	11.5%
Silver Trail	18.3%	23.8%	2.1%	12.1%	2.4%	0.5%	8.5%	9.0%
North Yukon	23.2%	21.6%	14.6%	9.4%	6.3%	5.2%	5.1%	3.8%

	Specific Communities	Insects	Personal	Weather	RV Parks	Other
Whitehorse	1.4%	1.5%	4.2%	3.4%	-	1.3%
Kluane	-	3.5%	3.0%	1.8%	-	0.3%
Carcross/Southern Lakes	0.7%	3.7%	3.2%	5.0%	1.9%	0.2%
Teslin	0.3%	11.6%	1.5%	5.0%		0.6%
Watson Lake	0.2%	8.3%	2.1%	4.3%	-	0.3%
Campbell	3.9%	3.6%	9.8%	4.9%	-	0.5%
Klondike	0.4%	3.0%	2.1%	3.4%	-	0.4%
Silver Trail	0.6%	3.5%	0.5%	4.4%	-	0.6%
North Yukon	3.2%	3.1%	2.9%	1.3%	0.3%	-

	Accommodation	Attractions	Campgrounds
Whitehorse	4.6%	-	1.6%
Kluane	2.4%	-	0.4%
Carcross/Southern Lakes	2.8%	0.1%	-
Teslin	0.3%	-	0.3%
Watson Lake	1.5%	-	0.7%
Campbell	6.7%	-	3.5%
Klondike	2.5%	0.5%	6.1%
Silver Trail	0.8%	1.6%	11.3%
North Yukon	-	-	-

from page 19 - Reasons to Stay Longer in Each Region

	Time	Money	Other	Wildlife	Scenery	Costs
Whitehorse	52.0%	11.0%	24.0%	3.0%	5.0%	5.0%
Kluane	51.0%	6.0%	13.0%	8.0%	6.0%	-
Carcross/Southern Lakes	54.0%	6.0%	19.0%	6.0%	5.0%	-
Teslin	51.0%	7.0%	14.0%	9.0%	-	5.0%
Watson Lake	46.0%	7.0%	24.0%	11.0%	6.0%	-
Campbell	53.0%	7.0%	25.0%	5.0%	-	-
Klondike	58.0%	7.0%	20.0%	7.0%	-	4.0%
Silver Trail	56.0%	5.0%	16.0%	9.0%	-	4.0%
North Yukon	42.0%	5.0%	6.0%	-	20.0%	5.0%

	Activities	Personal	Transportation	Fewer Insects	Campgrounds	Information
Whitehorse	-	-	-	-	-	-
Kluane	6.0%	7.0%	5.0%	-	-	-
Carcross/Southern Lakes	10.0%	-	-	-	-	-
Teslin	-	3.0%	4.0%	4.0%	-	3.0%
Watson Lake	-	6.0%	-	-	-	-
Campbell	10.0%	-	-	-	-	-
Klondike	5.0%	-	-	-	-	-
Silver Trail	6.0%	-	4.0%	-	-	-
North Yukon	-	-	9.0%	4.0%	9.0%	-

from page 20 - Rate Quality & Value for Various Features of Visit

	Whitehorse			Kluane		
	Good or Very Good Quality	Poor or Very Poor Quality	Good or Very Good Value for Money	Good or Very Good Quality	Poor or Very Poor Quality	Good or Very Good Value for Money
Accommodation			**73.2%**			**77.9%**
commercial accommodation	76.1%	6.0%		75.1%	6.2%	
service-friendliness/helpfulness	89.6%	2.8%		87.5%	4.6%	
Transporatation			**59.3%**			**51.7%**
roads & highways	69.3%	10.3%		23.4%	45.6%	
auto & RV service & repair	79.2%	5.4%		59.3%	25.7%	
Goceries & Beverages			**57.9%**			**64.6%**
selection	76.4%	3.2%		69.1%	8.9%	
service - friendliness/helpfulness	88.5%	2.2%		88.0%	6.1%	
Meals & Refreshments in Restaurants			**67.4%**			**76.4%**
selection	78.5%	5.4%		77.1%	5.3%	
service - friendliness/helpfulness	87.8%	2.6%		83.2%	10.4%	
Outdoor/Wilderness Activity			**94.7%**			**85.6%**
selection	95.2%	1.1%		91.6%	2.1%	
service - friendliness/helpfulness	93.9%	1.2%		98.3%	0.0%	
Entertainment & Recreation			**89.6%**			**89.6%**
selection	74.3%	7.3%		87.7%	7.9%	
service - friendliness/helpfulness	85.4%	0.7%		93.5%	4.6%	
Yukon Arts & Crafts			**80.8%**			**93.1%**
selection	86.9%	8.0%		82.8%	6.5%	
service - friendliness/helpfulness	95.8%	0.0%		96.8%	2.1%	
Shopping & Other Souveniers			**69.7%**			**89.4%**
selection	83.6%	5.7%		82.0%	5.0%	
service - friendliness/helpfulness	96.3%	0.3%		90.2%	4.9%	

	Carcross/ Southern Lakes			Teslin		
	Good or Very Good Quality	Poor or Very Poor Quality	Good or Very Good Value for Money	Good or Very Good Quality	Poor or Very Poor Quality	Good or Very Good Value for Money
Accommodation			**77.5%**			**80.2%**
commercial accommodation	78.2%	6.2%		71.9%	7.1%	
service-friendliness/helpfulness	88.9%	3.0%		89.3%	4.3%	
Transporatation			**47.9%**			**52.9%**
roads & highways	59.1%	10.1%		59.7%	14.3%	
auto & RV service & repair	78.3%	5.1%		7.9%	0.0%	
Goceries & Beverages			**52.0%**			**49.7%**
selection	80.5%	3.8%		68.7%	10.7%	
service - friendliness/helpfulness	92.9%	0.0%		92.7%	1.3%	
Meals & Refreshments in Restaurants			**71.7%**			**73.8%**
selection	82.3%	3.5%		75.0%	4.6%	
service - friendliness/helpfulness	91.5%	2.0%		89.2%	3.4%	
Outdoor/Wilderness Activity			**86.4%**			**86.9%**
selection	89.8%	0.5%		86.6%	1.9%	
service - friendliness/helpfulness	96.5%	0.7%		92.1%	2.6%	
Entertainment & Recreation			**89.8%**			**83.8%**
selection	90.5%	2.5%		90.2%	9.8%	
service - friendliness/helpfulness	96.4%	1.0%		100.0%	0.0%	
Yukon Arts & Crafts			**94.7%**			**77.5%**
selection	79.1%	2.5%		87.1%	6.5%	
service - friendliness/helpfulness	96.6%	0.0%		90.5%	2.4%	
Shopping & Other Souveniers			**81.6%**			**81.4%**
selection	80.0%	1.0%		89.3%	0.0%	
service - friendliness/helpfulness	91.5%	0.8%		98.2%	1.3%	

from page 20 - Rate Quality & Value for Various Features of Visit

	Watson Lake			Campbell		
	Good or Very Good Quality	Poor or Very Poor Quality	Good or Very Good Value for Money	Good or Very Good Quality	Poor or Very Poor Quality	Good or Very Good Value for Money
Accommodation			80.1%			71.3%
commercial accommodation	75.6%	6.7%		54.6%	10.6%	
service-friendliness/helpfulness	90.3%	6.4%		75.9%	13.7%	
Transporatation			57.4%			42.4%
roads & highways	60.2%	17.1%		50.8%	12.5%	
auto & RV service & repair	84.3%	5.0%		68.4%	11.6%	
Goceries & Beverages			47.5%			48.9%
selection	62.6%	14.5%		68.6%	5.9%	
service - friendliness/helpfulness	88.9%	4.4%		91.7%	1.4%	
Meals & Refreshments in Restaurants			71.2%			61.5%
selection	72.1%	5.0%		81.3%	6.2%	
service - friendliness/helpfulness	90.2%	2.6%		91.2%	2.7%	
Outdoor/Wilderness Activity			87.2%			84.1%
selection	83.8%	3.6%		84.0%	3.4%	
service - friendliness/helpfulness	96.2%	0.0%		95.1%	3.1%	
Entertainment & Recreation			76.4%			87.0%
selection	78.6%	6.9%		89.4%	3.2%	
service - friendliness/helpfulness	96.4%	0.0%		94.9%	1.9%	
Yukon Arts & Crafts			92.3%			86.3%
selection	76.7%	15.1%		86.0%	2.6%	
service - friendliness/helpfulness	93.2%	2.7%		92.5%	0.5%	
Shopping & Other Souveniers			86.2%			69.4%
selection	77.2%	3.5%		75.0%	3.0%	
service - friendliness/helpfulness	90.7%	2.3%		89.2%	1.1%	

	Klondike			Silver Trail		
	Good or Very Good Quality	Poor or Very Poor Quality	Good or Very Good Value for Money	Good or Very Good Quality	Poor or Very Poor Quality	Good or Very Good Value for Money
Accommodation			75.5%			70.1%
commercial accommodation	75.5%	10.2%		67.8%	11.6%	
service-friendliness/helpfulness	89.1%	3.4%		87.6%	7.8%	
Transporatation			48.0%			41.5%
roads & highways	68.0%	8.7%		63.9%	13.5%	
auto & RV service & repair	72.7%	9.1%		78.8%	8.2%	
Goceries & Beverages			57.2%			48.9%
selection	66.1%	7.8%		62.7%	12.6%	
service - friendliness/helpfulness	91.5%	0.7%		89.7%	0.0%	
Meals & Refreshments in Restaurants			77.1%			72.9%
selection	78.3%	3.4%		78.9%	8.5%	
service - friendliness/helpfulness	91.5%	1.1%		89.8%	3.6%	
Outdoor/Wilderness Activity			87.4%			63.5%
selection	92.5%	2.2%		91.4%	4.0%	
service - friendliness/helpfulness	96.0%	1.7%		89.7%	7.4%	
Entertainment & Recreation			86.0%			92.9%
selection	85.9%	2.2%		92.9%	0.7%	
service - friendliness/helpfulness	96.3%	0.9%		96.8%	0.8%	
Yukon Arts & Crafts			89.7%			92.1%
selection	84.2%	7.7%		77.7%	5.1%	
service - friendliness/helpfulness	93.0%	1.2%		84.8%	5.1%	
Shopping & Other Souveniers			89.6%			81.4%
selection	87.0%	2.1%		85.0%	2.2%	
service - friendliness/helpfulness	91.9%	0.1%		89.5%	0.0%	

from page 20 - Rate Quality & Value for Various Features of Visit

	North Yukon		
	Good or Very Good Quality	Poor or Very Poor Quality	**Good or Very Good Value for Money**
Accommodation			-
commercial accommodation	-	-	
service-friendliness/helpfulness	-	-	
Transporatation			**46.0%**
roads & highways	65.4%	13.8%	
auto & RV service & repair	90.4%	0.0%	
Goceries & Beverages			**51.8%**
selection	69.6%	13.0%	
service - friendliness/helpfulness	81.5%	0.0%	
Meals & Refreshments in Restaurants			**66.5%**
selection	70.2%	13.8%	
service - friendliness/helpfulness	88.3%	7.5%	
Outdoor/Wilderness Activity			-
selection	-	-	
service - friendliness/helpfulness	-	-	
Entertainment & Recreation			-
selection	-	-	
service - friendliness/helpfulness	-	-	
Yukon Arts & Crafts			-
selection	-	-	
service - friendliness/helpfulness	-	-	
Shopping & Other Souveniers			-
selection	-	-	
service - friendliness/helpfulness	-	-	

from page 22 - Visitor Parties to Region by Expenditure Per Night

	$0	$25 or less	$26 to $50	$51 to $75	$76 to $100	More than $100
Whitehorse	4,003	7,243	4,825	6,701	5,814	32,406
Kluane	1,403	3,595	4,870	4,884	5,436	22,446
Carcross/Southern Lakes	1,803	2,619	2,301	1,116	807	10,902
Teslin	227	852	1,539	1,552	2,177	11,101
Watson Lake	877	423	787	1,278	1,054	23,489
Campbell	641	924	532	489	756	3,042
Klondike	1,754	609	2,453	2,273	2,249	17,892
Silver Trail	241	236	553	376	331	7,579
North Yukon	-	-	-	-	-	-

from page 23 - Expenditure in Each Region by State

	Whitehorse		Kluane		Carcross/Southern Lakes	
	Total Expenditure	Average Expenditure	Total Expenditure	Average Expenditure	Total Expenditure	Average Expenditure
Alaska	$1,403,231	$107	$976,609	$77	$134,163	$55
Arizona	$423,552	$113	$115,946	$126	-	-
Arkansas	-	-	-	-	-	-
California	$538,487	$147	$404,997	$103	$308,322	$160
Colorado	-	-			$132,396	$280
Florida	-	-	$235,296	$129	$102,479	$221
Idaho	-	-	-	-	-	-
Illinois	$215,904	$169	-	-	$94,414	$164
Iowa	-	-				
Marylarid	$145,559	$48	-	-	-	-
Michigan	-	-	$115,386	$107	$146,029	$259
Minnesota	$153,154	$442	$180,980	$111	-	-
Missouri	$153,784		-	-	-	-
Montana	-	-	$163,976	$132	-	-
Nevada	-	-	-	-	-	-
New Mexico	-	-	-	-	-	-
New York	$462,675	$342	$150,876	$146	$170,907	$277
North Carolina	-	-	-	-	$122,018	$328
Ohio	-	-	-	-	$141,365	$216
Oklahoma	-	-			$100,657	$138
Oregon	$194,256	$110	$111,228	$86	$132,164	$255
Pennsylvania	-	-	$187,573	$106	-	-
Texas	$249,917	$75	$136,802	$115	-	-
Wisconsin	$157,348	$136	$109,816	$96	-	-
Utah	-	-	-	-	-	-
Virginia	-	-	-	-	-	-
Washington	$490,089	$95	$304,032	$121	$93,165	$66
Other	$1,646,487	-	$1,274,043	-	$947,202	-

	Teslin		Watson Lake		Campbell	
	Total Expenditure	Average Expenditure	Total Expenditure	Average Expenditure	Total Expenditure	Average Expenditure
Alaska	$174,159	$74	$787,772	$199	$43,588	$130
Arizona	-	-	$220,300	$297	-	-
Arkansas	-	-	-	-	-	-
California	$162,974	$114	$487,399	$250	$88,468	$173
Colorado	$54,635	$113	-	-	$15,200	$44
Florida	$101,095	$89	$376,579	$294	$21,950	$111
Idaho	$31,166	$84	-	-	-	-
Illinois	-	-	-	-	-	-
Iowa	$114,286	$315	-	-	-	-
Maryland	-	-	-	-	-	-
Michigan	$44,762	$128	$96,326	$193	$16,725	$96
Minnesota	$44,935	$110	$165,761	$180	$10,849	$96

	Teslin		Watson Lake		Campbell	
	Total Expenditure	Average Expenditure	Total Expenditure	Average Expenditure	Total Expenditure	Average Expenditure
Missouri	-	-	-	-	-	-
Montana	-	-	-	-		
Nevada	$37,540	$239	-	-	-	-
New Mexico	$32,236	$87	-	-	-	-
New York	-	-	-	-	-	-
North Carolina	-	-	-	-	$23,827	$260
Ohio	-	-	$210,777	$280	-	-
Oklahoma	-	-	-	-		
Oregon	$81,942	$96	$271,542	$227	$14,492	$128
Pennsylvania	$39,837	$89	$217,099	$228	$63,766	$490
Texas	$56,734	$83	$321,262	$233	$12,395	$71
Wisconsin	-	-	$209,514	$306		
Utah	-	-	-	-	$9,207	$294
Virginia	$30,404	$108	-	-	-	-
Washington	$131,248	$90	$1,031,754	$261	$85,382	$77
Other	$369,964	-	$1,211,522	-	$123,435	-

	Klondike		Silver Trail		North Yukon	
	Total Expenditure	Average Expenditure	Total Expenditure	Average Expenditure	Total Expenditure	Average Expenditure
Alaska	-	-	-	-	-	-
Arizona	-	-	$11,864	$189	-	-
Arkansas	-	-	$29,507	$1,580	-	-
California	$720,943	$374	$53,218	$70	-	-
Colorado	-	-	-	-	-	-
Florida	$430,901	$283	$10,055	$121	-	-
Idaho	-	-	-	-	-	-
Illinois	$160,384	$150	-	-	-	-
Iowa	-	-	-	-	-	-
Maryland	-	-	-	-	-	-
Michigan	$285,788	$314	$15,067	$112	-	-
Minnesota	$338,315	$178	-	-	-	-
Missouri	$167,347	$361	-	-	-	-
Montana	-	-	-	-	-	-
Nevada	$444,425	$628	-	-	-	-
New Mexico	-	-	-	-	-	-
New York	-	-	-	-	-	-
North Carolina	$474,120	$542	$22,727	$427	-	-
Ohio	$202,940	$356	-	-	-	-
Oklahoma	-	-	-	-	-	-
Oregon	$168,067	$243	$21,254	$134	-	-
Pennsylvania	$146,444	$297	$71,053	$287	-	-
Texas	-	-	-	-	-	-
Wisconsin	-	-	-	-	-	-
Utah	-	-	-	-	-	-
Virginia	-	-	-	-	-	-
Washington	$145,477	$177	$39,918	$83	-	-
Other	$1,100,856	-	$58,100	-	-	-

from page 23 - Expenditure in Each Region by Province

	Whitehorse		Kluane		Carcross/ Southern Lakes	
	Total Expenditure	Average Expenditure	Total Expenditure	Average Expenditure	Total Expenditure	Average Expenditure
British Columbia	$1,558,073	$205	$395,951	$260	$447,159	$151
Alberta	$1,087,166	$294	$394,863	$177	$335,605	$147
Saskatchewan	$68,460	$216	$101,124	$357	$58,482	$254
Manitoba	$160,732	$267	$1,818	$41	$20,884	$175
Ontario	$778,506	$202	$160,380	$124	$204,332	$146
Quebec	$179,344	$342	$58,261	$215	$41,482	$174
New Brunswick	$33,212	$296	-	-	-	-
Nova Scotia	-	-	$22,873	$159	$3,239	$83
Prince Edward Island	-	-	$19,692	$443	-	-
Newfoundland	-	-	-	-	-	-
Northwest Territories	$126,968	$466	$35,567	$170	$20,235	$164
Other	-	-	-	-	-	-
Total	$3,992,461	$226	$1,190,549	$174	$1,131,419	$160

	Teslin		Watson Lake		Campbell	
	Total Expenditure	Average Expenditure	Total Expenditure	Average Expenditure	Total Expenditure	Average Expenditure
British Columbia	$106,914	$108	$528,380	$298	$96,740	$170
Alberta	$197,296	$104	$676,286	$240	$101,828	$286
Saskatchewan	$37,276	$46	$337,563	$581	$35,361	$453
Manitoba	$6,142	$36	$104,591	$313	$8,315	$175
Ontario	$47,879	$92	$225,822	$227	$63,227	$208
Quebec	$19,847	$166	-	-	$7,247	$190
New Brunswick	$9,834	$176	-	-	-	-
Nova Scotia	$2,519	$57	-	-	-	-
Prince Edward Island	-	-	-	-	-	-
Newfoundland	-	-	-	-	-	-
Northwest Territories	-	-	$58,107	$667	$66,829	$378
Other			$29,762	-	-	-
Total	$426,707	$102	$1,960,509	$279	$379,547	$231

	Klondike		Silver Trail		North Yukon	
	Total Expenditure	Average Expenditure	Total Expenditure	Average Expenditure	Total Expenditure	Average Expenditure
British Columbia	$841,396	$301	$77,642	$153	-	-
Alberta	$839,502	$419	$56,800	$232	-	-
Sakatchewan	$126,822	$434	$10,038	$240	-	-
Manitoba	$54,161	$280	$670	$45	-	-
Ontario	$424,811	$336	$32,642	$134	-	-
Quebec	$3,332	$51	-	-	-	-
New Brunswick	$1,632	$113	-	-	-	-
Nova Scotia	$7,417	$512	-	-	-	-
Prince Edward Island	-	-	-	-	-	-
Newfoundland	-	-	-	-	-	-
Northwest Territories	$102,968	$363	$15,712	$745	-	-
Other	-	-	-	-	-	-
Total	$2,402,041	$330	$193,203	$167		$101

from page 23 - Expenditure in Each Region by Country

	Whitehorse		Kluane		Carcross/Southern Lakes	
	Total Expenditure	Average Expenditure	Total Expenditure	Average Expenditure	Total Expenditure	Average Expenditure
Germany	$1,375,164	$174	$279,778	$131	$36,582	$69
Italy	$430,921	$108	$292,123	$1,877	$10,959	
United Kingdom	$417,008	$311	$126,037	$290	$135,646	$555
Switzerland	$141,478	$189	$726,667	$549	$13,494	$67
Austria	$50,245	$123	-	-	$8,304	$36
Denmark	$37,762	$340	-	-	-	-
Australia	$30,331	$63	$42,482	$85	-	-
France	$19,429	$45	-	-	$6,866	$86
Netherlands	$7,546	$58	-	-	-	-
New Zealand	-	-	$24,080	$51	$17,439	$290
Japan	-	-	$80,456	$240	-	-
Sweden	-	-	$15,246	$178	-	-
Other	$312,489	-	-	-	-	-
Total	$2,853,613	$159	$1,690,309	$150	$229,290	$77

from page 23 - Expenditure in Each Region by Country, continued

	Teslin		Watson Lake		Campbell	
	Total Expenditure	Average Expenditure	Total Expenditure	Average Expenditure	Total Expenditure	Average Expenditure
Germany	$91,003	$248	$356,176	$213	$595,979	$23
Italy	-	-	-	-	-	-
United Kingdom	-	-	$128,671	$360	$22,262	$614
Switzerland	$3,827	$157	$26,276	$147	$299,133	$725
Austria	-	-	-	-	$17,667	$15
Denmark	-	-	-	-	-	-
Australia	$15,074	$29	$131,144	$671	$46,037	$178
France	-	-	-	-	-	-
Netherlands	$1,565	$55	-	-	$36,750	$508
New Zealand	-	-	-	-	-	-
Japan	-	-	-	-	-	-
Sweden	-	-	-	-	-	-
Other	$73,426	-	$129,030	-	-	-
Total	$184,895	$204	$771,297	$325	$1,210,832	$95

	Klondike		Silver Trail		North Yukon	
	Total Expenditure	Average Expenditure	Total Expenditure	Average Expenditure	Total Expenditure	Average Expenditure
Germany	$563,899	$154	$65,337	$40	-	-
Italy	$20,354	$388		-	-	-
United Kingdom	$38,103	$168		-	-	-
Switzerland	$524,712	$292	$57,301	$225	-	-
Austria	$6,675	$38	-	-	-	-
Denmark	-	-		-	-	-
Australia	$108,078	$130	-	-	-	-
France	$32,567	$310	-	-	-	-
Netherlands	$33,477	$180	-	-	-	-
New Zealand	-	-	-	-	-	-
Japan	-	-	-	-	-	-
Sweden	-	-	-	-	-	-
Other	$198,561	-	$18,782	-	-	-
Total	$1,526,426	$186	$141,420	$93	-	$101

from page 24 - Total Expenditure in Each Region by Mode of Travel

	Camperized car, truck or van	Other	Motorhome, RV, or camperized bus	Bus or motorcoach	Car, truck or van
Whitehorse	$481,626	$888,091	$7,868,349	$2,667,209	$7,165,243
Kluane	$291,766	$239,035	$1,861,787	$1,133,420	$3,822,368
Carcross/Southern Lakes	$285,427	$138,570	$443,943	$1,477,920	$1,641,193
Teslin	$228,418	$72,879	$656,455	$0 *	$1,047,481
Watson Lake	$557,940	$253,099	$2,430,768	$1,341,590	$3,981,097
Campbell	$78,165	$227,345	$176,162	$18,698	$1,619,292
Klondike	$301,599	$410,349	$1,514,580	$3,330,007	$3,157,907
Silver Trail	$32,865	$171,500	$116,035	$15,922	$330,765
North Yukon	-	-	-	-	-

from page 24 - Average Expenditure in Each Region by Mode of Travel

	Camperized car, truck or van	Other	Motorhome, RV, or camperized bus	Bus or motorcoach	Car, truck or van
Whitehorse	$120	$53	$123	$102	$126
Kluane	$77	$98	$166	$104	$90
Carcross/Southern Lakes	$118	$50	$109	$217	$85
Teslin	$106	$92	$107	-	$87
Watson Lake	$199	-	$265	$329	$200
Campbell	$42	$145	$79	$26	$286
Klondike	$109	$267	$205	$392	$249
Silver Trail	$60	$407	$92	$171	$105
North Yukon	-	-	-	-	-

from page 25 - Expenditure of $100 in Each Region by Activity

	Transportation	Restaurant Meals & Drinks	Accommodation	Shopping/ Souvenirs	Groceries & Beverages
Whitehorse	$31	$21	$19	$11	$9
Kluane	$40	$18	$24	$4	$8
Carcross/Southern Lakes	$27	$25	$21	$7	$10
Teslin	$63	$15	$10	$2	$7
Watson Lake	$53	$20	$15	$2	$6
Campbell	$36	$15	$19	$8	$7
Klondike	$26	$19	$26	$12	$5
Silver Trail	$42	$14	$16	$7	$7
North Yukon	$46	$14	$12	$9	$8

	Entertainment & Recreation	Yukon Arts & Crafts	Other Expenses	Outdoor Wilderness Activities
Whitehorse	$3	$3	$2	$1
Kluane	$2	$1	$2	$1
Carcross/Southern Lakes	$4	$3	$2	$1
Teslin	$1	$1	$1	<$1
Watson Lake	$1	<$1	$1	<$1
Campbell	$8	$4	$2	$1
Klondike	$8	$3	$1	<$1
Silver Trail	$10	$3	$1	<$1
North Yukon	$7	$3	$1	<$1

from page 25 - Expenditure of $100 in Each Region by Activity & Transportation

	Accommodation			***Transportation***		
	from the USA	from Canada	from Overseas	from the USA	from Canada	from Overseas
Whitehorse	$20	$21	$15	$33	$25	$22
Kluane	$26	$14	$14	$41	$38	$30
Carcross/Southern Lakes	$24	$15	$11	$26	$36	$22
Teslin	$10	$10	$8	$64	$57	$62
Watson Lake	$13	$20	$24	$55	$47	$50
Campbell	$24	$15	$12	$35	$41	$38
Klondike	$28	$27	$15	$24	$24	$33
Silver Trail	$16	$14	$19	$43	$44	$42
North Yukon	-	-	-	-	-	-

	Groceries & Beverages			Meals & Refreshments in Restaurants		
	from the USA	from Canada	from Overseas	from the USA	from Canada	from Overseas
Whitehorse	$8	$10	$15	$21	$18	$26
Kluane	$7	$12	$18	$18	$22	$15
Carcross/Southern Lakes	$8	$13	$17	$26	$17	$27
Teslin	$6	$10	$11	$14	$17	$13
Watson Lake	$6	$7	$6	$21	$19	$11
Campbell	$5	$10	$10	$16	$12	$14
Klondike	$4	$6	$10	$19	$21	$14
Silver Trail	$6	$8	$9	$14	$14	$13
North Yukon	-	-	-	-	-	-

	Outdoor/Wilderness Activities			Entertainment & Recreation		
	from the USA	from Canada	from Overseas	from the USA	from Canada	from Overseas
Whitehorse	$1	$1	$1	$3	$3	$3
Kluane	$0	$1	$3	$1	$2	$4
Carcross/Southern Lakes	$1	$1	$1	$4	$4	$7
Teslin	$0	$0	$1	$1	$2	$0
Watson Lake	$0	$0	$6	$1	$3	$0
Campbell	$1	$1	$0	$7	$7	$10
Klondike	$0	$0	$2	$7	$11	$9
Silver Trail	$0	$0	$0	$10	$8	$9
North Yukon	-	-	-	-	-	-

	Yukon Arts & Crafts			Shopping & Other Souvenirs		
	from the USA	from Canada	from Overseas	from the USA	from Canada	from Overseas
Whitehorse	$2	$6	$4	$10	$14	$13
Kluane	$1	$3	$5	$4	$6	$7
Carcross/Southern Lakes	$3	$3	$2	$6	$10	$10
Teslin	$1	$3	$0	$2	$2	$5
Watson Lake	$0	$1	$2	$3	$2	$0
Campbell	$2	$5	$5	$8	$8	$7
Klondike	$2	$2	$6	$15	$9	$9
Silver Trail	$2	$2	$5	$8	$9	$3
North Yukon	-	-	-	-	-	-

	Other Expenses		
	from the USA	from Canada	from Overseas
Whitehorse	$2	$2	$1
Kluane	$2	$2	$4
Carcross/Southern Lakes	$2	$1	$3
Teslin	$2	$0	$0
Watson Lake	$1	$1	$1
Campbell	$1	$1	$3
Klondike	$1	$0	$2
Silver Trail	$1	$1	$0
North Yukon	-	-	-

from page 26 - Spending Per $100 on Item by Mode of Transportation

	Accommodation					*Transportation*				
	Car, truck or van	Camperized car, truck or van	Bus or motorcoach	Motor home, RV or camperized bus	Other	Car, truck or van	Camperized car, truck or van	Bus or motorcoach	Motor home, RV or camperized bus	Other
Whitehorse	$16	$10	$30	$10	$27	$38	$36	$3	$53	$20
Kluane	$16	$13	$60	$13	$23	$46	$46	$9	$53	$17
Carcross/ Southern Lakes	$11	$11	$0	$12	$17	$38	$44	$7	$53	$31
Teslin	$10	$8	-	$9	$16	$59	$61	-	$70	$41
Watson Lake	$18	$9	$21	$9	$7	$54	$60	$2	$67	$80
Campbell	-	$9	$63	$9	$18	-	$44	$0	$47	$34
Klondike	$19	$11	$45	$10	$29	$35	$45	$0	$46	$25
Silver Trail	$19	$12	$63	$10	$18	$41	$51	$0	$43	$29
North Yukon	-	-	-	-	-	-	-	-	-	-

	Groceries & Beverages					*Meals & Refreshments in Restaurants*				
	Car, truck or van	Camperized car, truck or van	Bus or motorcoach	Motor home, RV or camperized bus	Other	Car, truck or van	Camperized car, truck or van	Bus or motorcoach	Motor home, RV or camperized bus	Other
Whitehorse	$10	$20	$5	$13	$8	$20	$14	$34	$8	$25
Kluane	$9	$14	$1	$10	$14	$20	$14	$21	$14	$22
Carcross Southern Lakes	$14	$14	$5	$10	$19	$19	$12	$61	$8	$21
Teslin	$8	$7	-	$4	$12	$18	$12	-	$10	$11
Watson Lake	$7	$7	$5	$6	$7	$17	$9	$63	$11	$6
Campbell	-	$12	$0	$8	$4	-	$14	$23	$10	$29
Klondike	$7	$10	$1	$6	$2	$16	$11	$29	$10	$24
Silver Trail	$7	$9	$0	$7	$3	$15	$11	$26	$10	$35
North Yukon	-	-	-	-	-	-	-	-	-	-

	Outdoor/Wilderness Activity					*Entertainment & Recreation*				
	Car, truck or van	Camperized car, truck or van	Bus or motorcoach	Motor home, RV or camperized bus	Other	Car, truck or van	Camperized car, truck or van	Bus or motorcoach	Motor home, RV or camperized bus	Other
Whitehorse	$1	$1	$0	$0	$2	$2	$4	$3	$4	$4
Kluane	$1	$0	$0	$1	$1	$1	$3	$2	$1	$2
Carcross/ Southern Lakes	$1	$1	$1	$1	$1	$3	$5	$8	$6	$3
Teslin	$0	$0	-	$0	$4	$0	$0	-	$2	$5
Watson Lake	$0	$5	$0	$0	$0	$1	$3	$2	$2	$0
Campbell	-	$0	$0	$1	$0	-	$11	$0	$10	$8
Klondike	$0	$0	$1	$0	$0	$10	$13	$4	$11	$9
Silver Trail	$0	$0	$0	$1	$0	$8	$8	$3	$14	$8
North Yukon	-	-	-	-	-	-	-	-	-	-

	Yukon Arts & Crafts					Shopping & Other Souvenirs				
	Car, truck or van	Camperized car, truck or van	Bus or motorcoach	Motor home, RV or camperized bus	Other	Car, truck or van	Camperized car, truck or van	Bus or motorcoach	Motor home, RV or camperized bus	Other
Whitehorse	$3	$3	$4	$2	$2	$8	$9	$21	$5	$11
Kluane	$1	$2	$1	$1	$6	$3	$6	$5	$6	$4
Carcross/ Southern Lakes	$2	$3	$7	$4	$0	$8	$7	$11	$3	$4
Teslin	$0	$4	-	$0	$1	$2	$4	-	$2	$0
Watson Lake	$0	$1	$1	$1	$0	$2	$3	$6	$2	$0
Campbell	-	$3	$0	$4	$4	-	$6	$14	$8	$3
Klondike	$3	$2	$1	$4	$10	$9	$7	$19	$10	$1
Silver Trail	$4	$1	$0	$3	$4	$5	$8	$8	$10	$3
North Yukon	-	-	-	-	-	-	-	-	-	-

	Other Expenses				
	Car, truck or van	Camperized car, truck or van	Bus or motorcoach	Motor home, RV or camperized bus	Other
Whitehorse	$2	$3	$0	$5	$1
Kluane	$2	$2	$0	$2	$10
Carcross/ Southern Lakes	$4	$3	$0	$3	$4
Teslin	$0	$3	-	$1	$10
Watson Lake	$1	$3	$0	$2	$0
Campbell	-	$1	$0	$4	$0
Klondike	$1	$1	$0	$3	$0
Silver Trail	$1	$0	$0	$2	$0
North Yukon	-	-	-	-	-

from page 28 - Sources of Information Used in Planning Trip

	Milepost	Travel Agent	Word-of-Mouth	Automobile Club	1994 Yukon Vacation Guide
Whitehorse	16,536	9,898	8,633	6,243	5,743
Kluane	14,465	1,036	4,618	4,411	3,854
Carcross/Southern Lakes	5,248	3,150	2,512	2,162	1,859
Teslin	7,188	186	1,835	3,037	2,183
Watson Lake	10,414	1,779	3,213	3,820	3,001
Campbell	2,020	734	937	579	1,031
Klondike	7,684	6,638	7,399	2,858	4,314
Silver Trail	1,602	62	591	342	707
North Yukon	504	-	161	77	480

	None	Newspaper Story	Magazine Advertising	Travel Show	Other
Whitehorse	3,784	1,584	1,172	336	24,479
Kluane	972	520	916	184	11,392
Carcross/Southern Lakes	349	586	959	49	7,206
Teslin	501	470	435	48	7,200
Watson Lake	1,164	589	470	105	10,002
Campbell	71	626	114	31	14,465
Klondike	279	1,831	574	550	12,066
Silver Trail	61	115	62	51	1,523
North Yukon	21	192	92	-	1,194

from page 28 - Most Helpful Sources of Information Used in Planning Trip

	Milepost	Travel Agent	Word-of-Mouth	Automobile Club	1994 Yukon Vacation Guide
Whitehorse	12,976	6,904	5,394	3,280	2,736
Kluane	11,855	497	1,557	1,719	1,234
Carcross/Southern Lakes	4,533	2,268	1,218	1,280	745
Teslin	5,643	-	949	1,507	1,050
Watson Lake	8,713	1,425	1,839	1,822	1,281
Campbell	1,671	504	374	242	462
Klondike	6,171	4,794	4,125	805	1,766
Silver Trail	1,295	-	270	119	222
North Yukon	397	-	96	8	323

	None	Newspaper Story	Magazine Advertising	Travel Show	Other
Whitehorse	-	267	313	94	20.576
Kluane	-	71	-	-	7.926
Carcross/Southern Lakes	-	261	238	-	4.564
Teslin	-	137	52	-	4.196
Watson Lake	-	89	68	-	7.009
Campbell	-	452	-	-	1.740
Klondike	-	185	54	-	6.618
Silver Trail	-	-	17	-	823
North Yukon	-	38	-	-	751

from page 29 - Information Used During Trip

	Milepost	Brochures	Visitor Reception Center	Yukon Community Map	Word-of-Mouth
Whitehorse	16.389	13.762	10.755	9.465	8.240
Kluane	16.405	4.752	8.716	2.468	2.691
Carcross/Southern Lakes	5.382	4.331	4.219	2.975	2.003
Teslin	8.206	2.652	3.456	1.494	1.778
Watson Lake	11.996	4.400	5.744	2.623	2.545
Campbell	2.418	1.742	3.012	1.800	466
Klondike	8.328	7.831	15.136	10.825	2.986
Silver Trail	1.857	1.041	1.822	1.060	285
North Yukon	313	485	970	363	216

	1994 Yukon Vacation Guide	Yukon Gold Explorer Passport	Yukon Newspaper	Other	None
Whitehorse	4.384	598	549	24.670	-
Kluane	3.042	419	36	9.883	4.899
Carcross/Southern Lakes	1.322	39	78	8.478	2.745
Teslin	1.199	97	146	7.316	1.063
Watson Lake	1.754	287	243	11.152	1.821
Campbell	931	34	80	2.540	121
Klondike	2.878	240	151	13.598	249
Silver Trail	670	52	27	1.045	45
North Yukon	354	4	57	549	38

from page 29 - Most Helpful Sources of Information

	Milepost	Brochures	Visitor Reception Center	Yukon Community Map	Word-of-Mouth
Whitehorse	23,475	6,595	5,674	4,701	4,399
Kluane	14,095	891	5,567	716	1,173
Carcross/Southern Lakes	3,650	1,577	1,922	1,064	1,301
Teslin	7,480	641	1,786	599	483
Watson Lake	10,337	1,041	3,265	920	596
Campbell	1,538	475	1,404	554	185
Klondike	5,197	618	6,696	3,665	463
Silver Trail	1,165	129	993	262	27
North Yukon	185	76	727	46	80

	1994 Yukon Vacation Guide	Yukon Gold Explorer Passport	Yukon Newspaper	Other	None
Whitehorse	2,835	39	-	-	-
Kluane	1,340	-	-	10,543	-
Carcross/Southern Lakes	962	-	-	8,761	-
Teslin	893	49	-	5,006	-
Watson Lake	1,404	52	-	8,574	-
Campbell	276	-	10	1,614	-
Klondike	458	-	30	9,902	-
Silver Trail	99	-	-	580	-
North Yukon	61	-	-	451	-